

**British Columbia Institute of Technology****School of Business, Department of Marketing  
Management****Course Outline  
Small Business Development  
June 1999**

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Office Hours: by appointment  
Class: June 7-11

**Course Objectives**

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After successfully completing this course, the student will be able to:

- \* understand whether a new venture concept has sufficient potential market demand, product/service provision capacity, management skills and financial commitment to represent a valid business opportunity
- \* apply the components of a business plan including the fundamental steps of a business start up to a specific venture opportunity
- \* select the most realistic form(s) of financing for a small business
- \* understand the fundamental considerations and issues involved in the decision to purchase a franchise or an existing business

## **Friday**

9.00 - 10.00	Open Lab for Completing Written Group Assignment
10.00- 12.00	Lecture
12.00 - 1.00	Lunch
1.00 - 2.00	Review/questions
2.30 - 3.00	Break
3.00-5.00	Quiz #3

## **Required Text**

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There is no text in this course. I suggest than anyone interested in starting or growing a small business pick up **INC.**, a monthly magazine that provides exceptionally useful coverage of small company issues.

A set of key cases will be handed out in the first class. DO NOT LOSE THIS MATERIAL. All print material will be handed out ONCE only: if you miss the hand out due to tardiness, lack of attention or any other reason, you should copy a fellow student's material.

## **Evaluation Structure**

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<i>Evaluation</i>	<i>Value</i>
Quiz 1	20%
Quiz 2	20%
Quiz 3	30%
Group Assignment	20%
Participation	10%
TOTAL	100%

<b>Date</b>	<b>Subject</b>	<b>Case Study</b>	<b>Video Case</b>
Monday morning	Intro to Entrepreneurship	<i>Two Buddies</i>	<i>Chip Guys</i>
Monday afternoon	Analysing Entrepreneurial Opportunities	<i>Copyproof Paper (A)</i>	<i>Hockey Target</i>
Tuesday morning	Analysing Entrepreneurial Opportunities	<i>Laurel Grove</i>	<i>Pigeon Man</i>
Tuesday afternoon	Writing the Business Plan	<i>Magpie Magazine</i>	<i>Looney Spoons</i>
Wednesday morning	Writing the Business Plan	<i>Environmental Advisory Group</i>	<i>Guerrilla Staples</i>
Wednesday afternoon	Writing the Business Plan	no case	no case
Thursday morning	Financing a New Business	<i>Enemy Within</i>	<i>Captain Ehab &amp; the Glove Lady</i>
Thursday afternoon	Buying a Franchise	no case	no case
Friday morning	Buying a Business	no case	no case
Friday afternoon	Clean Up	no case	no case

## Group Assignment

**TITLE**      *Key Success Factors of a Local Business*

**VALUE**      20 % of final mark

**DUE**        June 11 at 4.00 pm

**Late penalty** 5 marks per calendar day.

**Papers not accepted on weekends**

### ***Assignment***

1. You are asked to prepare a report on a Lower Mainland business. The report should identify and fully describe the key success factors for the company. What specific factors have made this business a success? What separates this company from less successful competitors? Will the company be able to continue its success in the future?

2. Select a company where

\* some degree of success (sales increasing, profit attained) has been achieved by 1999

and

\* you can substantiate this success by using secondary research techniques

and

\* there are less than 50 employees and the company is controlled by a Lower Mainland resident (i.e not a division of a larger company)

### ***Tip***

Because of our timeframe, I suggest selecting a company that is relatively high profile. You can access information through the library or the Internet on the company very rapidly.

## ***Guidelines***

1. The report should be between 5-7 pages typewritten on 8.5 x 11 paper, not counting any exhibits you feel are relevant.
2. The report should follow this general structure
  - \* brief background on the company - when was it started, how successful has it been ,any major milestones along the way... also carefully describe what it does
  - \* What specific factors have made this business a success (management, marketing, timing, sales approach, product features.....? ).
  - \* Will the company be able to continue its success in the future? Why?
3. you **must** hand in to me a typewritten outline of your project describing
  - \* who is in your group
  - \* the name and location of the business you have selected
  - \* why you regard the business as successful

This submission is graded on a pass/fail basis.

Failure to hand in the outline will result in a loss of 5% of the grade for the paper (i.e. if you're late with the outline and get a 60 on the paper, you will get a grade of 55 on the paper)

4. You will not be awarded differential marks in any circumstances. (i.e. all members will receive the same mark). This policy will be enforced in all cases. Intra group problems are your concern.
5. You will be given some time in class to do this work and I will be available to provide advice, act as a sounding board for ideas etc..