



FILED APR. 13, 1999
OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1324

Small Business Development

| | | | | | |
|--------------------|---|---------------------|----|--------------------|--------|
| Hours/Week: | 3 | Total Hours: | 36 | Term/Level: | 199920 |
| Lecture: | 3 | Total Weeks: | 12 | Credits: | 3 |

Prerequisites:
 NONE

Course Objectives:

To teach the art of writing a bankable business plan and to help the students to be successful in their new venture.

Evaluation

| | |
|---------------|------------|
| Assignment #1 | 15% |
| Mit-Term Test | 30% |
| Assignment #2 | 15% |
| Business Plan | <u>40%</u> |
| TOTAL | 100% |

NOTE: All assignments are to be typed and stapled or bound.

ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

Course Summary:

TYPE OF PEOPLE THAT TAKE THIS COURSE:

- The person just starting a business and wanting to know how to continue with some basic knowledge.
 - The person that has a product or service and wants to know how to start his own business.
 - The academic. The person who likes to learn about new things and enjoys school. This person will have to assume the position of #2 and pretend to start a new business.
 - The person who works with a large company and they would like them to obtain some business knowledge in order to perform their job better.
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Course Record

Developed by: _____ Date: _____
Instructor Name and Department
(signature)

Revised by: _____ Date: _____
Instructor Name and Department
(signature)

Approved by: _____ Start Date: _____
Associate Dean
(signature)



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business
Program: **PART TIME STUDIES**
Option: **Marketing Management**

MKTG 1324
Small Business Development

Effective Date
April 1999

Instructor(s)
Marty Hershberg

Office No.:
Office Hours:

Phone: 328-0389

Required Text(s) and Equipment:

NONE

Reference Texts & Recommended Equipment:

NONE

Course Notes (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

ASSIGNMENTS; Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

COURSE OUTLINE CHANGES: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

| Session | Outcome/Material Covered | Reference/ Reading |
|---------|---|-----------------------|
| 1 | Course Introduction Choose a Business Choose a Professional | |
| 2 | The Market Define Your Product or Service Identify the Target Customer Define Your Target Market Assignment #1 Handed Out | |
| 3 | Marketing Direct Selling Mediums to Use in Selling | |
| 4 | Management Negotiation Assignment #1 Due | |
| 5 | Litigation and Bankruptcy Computers: Hardware Software | |
| 6 | Accounting Principals Setting up your own Books The Balance Sheet The Income and Expense Statement | |
| 7 | Mid-Term Test | |
| 8 | Financial Projections Assignment #2 Handed Out | |
| 9 | The Business Plan Elements of the Business Plan A Case Study Assignment #2 Due | |
| 10 | Looking for a Location | |
| 11 | Purchasing an Existing Business Franchising Financing Business Plan Due | |
| 12 | Review of the Course Marks Given Out | |