



SEP 09 2003
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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:	200020
Lecture:	3	Total Weeks:	12	Credits:	3

Prerequisites:

NONE

Course Objectives:

- Describe the major personal characteristics that define entrepreneurial success
 - Develop the components of a bankable business plan
 - Determine available options for financing a business
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Evaluation

Assignment	15%
Mid -Term Exam	30%
Participation	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:

This course will provide the foundation to assist the student in determining a suitable business idea and then develop that idea into a solid business plan. This course will appeal to the individual who:

- Is entrepreneurial or works for an entrepreneurial organization
- Is interested in starting a business and wishes to know how to proceed.
- Who has developed a product or service and wants to know how to start his own business.

All students must be prepared to participate fully in the class through discussion, activities and role-play. As the lectures will consists of discussions of the key concept areas

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 2000

Instructor(s)

Greg Metcalfe

Office No.:

Phone: 251-7130

Office Hours:

Email: gsmconsulting@idmail.ca

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 The Business Plan Elements of the Business Plan	
2	The Market Define Your Product or Service Identify the Target Customer Define Your Target Market	
3	Establish a Mission and Vision Forms Your Business Can Take Liability	
4	Marketing Sales Mediums to Use in Selling	
5	Operations Personnel and Management Business Plan Outline Due	
6	Accounting Principals Setting up your own Books The Balance Sheet The Income and Expense Statement	
7	Financial Projections Cash Flow Analysis	
8	Mid-Term Exam	
9	Searching for and Selecting a Location Advertising	
10	Financing Your Business	
11	Purchasing an Existing Business Franchising Business Plan Due	
12	Review of the Course Marks Given Out	