



## Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Entrepreneurship

**Course Number: MKTG 4407****Course Name: Venture Development and Growth**

|                        |                              |  |                                  |
|------------------------|------------------------------|--|----------------------------------|
| <b>Start Date:</b>     | January 3, 2006              | <b>End Date:</b>                                       | March 10, 2006                   |
| <b>Total Hours:</b> 40 | <b>Total Weeks:</b> 10       | <b>Term/Level:</b> 4                                   | <b>Course Credits:</b> 2.5       |
| <b>Hours/Week:</b> 4   | <b>Lecture:</b> 2            | <b>Lab:</b> 2  | <b>Shop:</b>                     |
|                        |                              |  | <b>Seminar:</b> Other:           |
| <b>Prerequisites:</b>  |                              | <b>Course Number: MKTG 4407 is a Prerequisite for:</b> |                                  |
| <b>Course No.</b>      | <b>Course Name:</b>          | <b>Course No.</b>                                      | <b>Course Name:</b>              |
| MKTG 3306              | Business Planning Principles | MKTG 4408  | Entrepreneurial Skills Practicum |

**Course Description (required)**

Focuses on the practical skills used in the growth company environment by the manager or entrepreneur. Identifies the strategic options facing a growth business, while providing practical solutions. Topics will include all aspects of managing, marketing, operating and administering the venture during this critical stage.

**Detailed Course Description (optional)**

Marketing 3306 emphasized the start-up stage of small business development and placed emphasis on three key areas involved in this phase – assessing business opportunities, composing a business plan and securing the necessary resources for growth. Growing a business involves learning all aspects of managing, marketing, operating, and administering the venture. A wide range of challenges faces the entrepreneur at this stage of the business. This course will provide an overview of the skills required in working within these companies. These will include identifying growth problems as well as offering practical solutions for implementation.

**Evaluation**

|   |             |  |
|---|-------------|--|
| Midterm Exam                            | 20%         | <b>Comments: "Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual assignments/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course."</b> |
| Lab/Lecture Presentations / Assignments | 25%         |  |
| Growth Plan Report Project              | 20%         |  |
| Growth Plan Presentation                | 15%         |  |
| Final Exam                              | 20%         |  |
| <b>TOTAL</b>                            | <b>100%</b> |  |

Other:

## Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Explain the role and need for growth in an organization
- Describe Critical Mass and how it impacts a firm's ability to grow in the future
- Discuss growth problems and critical success factors for a firm
- Identify the strategic options facing a growing business.
- Discuss the options for implementing strategy in a growing business.
- Prepare a report describing and assessing these growth options for a locally-based company.
- Develop operations strategies including productivity, efficiency, and profitability
- Explain financing sources appropriate and accessible to a growth company and apply basic financing techniques.
- Identify strategic partners appropriate and accessible to a growth company and understand basic pros and cons of types of partners.
- Discuss human resource factors for implementing including leadership, work measurement, motivation, and corporate structure
- Understand the challenges faced by a family-owned growth company and practical steps that can be taken to ease tensions and plan succession within this unique environment.
- Understand Total Quality Management and Continuous Improvement and how to apply them to a growing firm
- Explain and apply exit strategies once growth objectives have been achieved

## Verification

I verify that the content of this course outline is current.

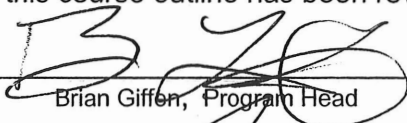


Rick Kroetsch, Authoring Instructor

December 15, 2005

Date

I verify that this course outline has been reviewed.

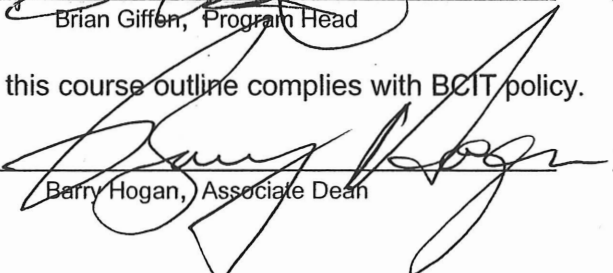


Brian Giffen, Program Head

Dec. 16/2005

Date

I verify that this course outline complies with BCIT policy.



Barry Hogan, Associate Dean

Dec. 20/05.

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

## Instructor(s)

Rick Kroetsch    Office Location: SE6 308    Office Phone: (604) 451-6766  
Office Hrs.: As posted weekly outside    E-mail Address: Rick\_Kroetsch@bcit.ca  
office

Office Location:  
Office Hrs.:

Office Phone:  
E-mail Address:

## Learning Resources

*Required:* there is **NO** required text for this course. Attendance in lecture therefore is extremely important.

Cases will be available online at the Instructor's web page. They will **NOT** be photocopied for students. Students must come prepared to all labs having read the necessary cases for the week. Time will **NOT** be given in labs for reading of case material.

*Recommended:*

N/A

## Information for Students

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. ***Missing more than 10% of classes without prior arrangement and consent of your instructor may result a grade of 0% being assigned for your final exam, equating to a failing grade for this course.***

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

## Assignment Details

Assignments, Project details, and weekly lab information is available on the Instructor's Web Page. To access, go to the BCIT Web Site, School of Business - Faculty. Follow the links from there. Further information will be given out in lecture and labs. Check the website weekly for updates.

**Schedule**

| <b>Week of/<br/>Number</b> | <b>Outcome/Material Covered</b>  | <b>Reference/<br/>Reading for<br/>Lecture</b>          | <b>Lab Assignment</b>   | <b>Due Date</b>                            |
|----------------------------|--|--|---|--|
| Wk. 1<br>Jan 3 – 6         | Introduction<br>Course Overview<br>The Entrepreneur and Growth<br>The Need for Growth<br>Strategic Planning<br>The Growth Wall | Need for Growth<br>– company TBA                       | Will be given out in<br>lab   |  |
| Wk.2<br>Jan 9 – 13         | Critical Mass<br>General Strategy Options<br>Organization and Efficiency<br>How and Where to Grow                              | Growth Strategy<br>Decisions –<br>company TBA          | Lab cases –<br>growth Strategy  |  |
| Wk.3<br>Jan 16 – 20        | Critical Success Factors<br>Critical Thinking<br>Understanding Requirements for Growth<br>Methods of Implementing              | Strategic<br>Planning<br>Implications –<br>company TBA | Lab cases –<br>operational steps<br>necessary to<br>implement growth -<br>company TBA             |  |
| Wk. 4<br>Jan 23 – 27       | Market Intelligence<br>Marketing for Growth  | Market<br>Intelligence<br>– company TBA                | Research on local<br>firms – tying lecture<br>material to growth<br>for presentation<br>next week |  |
| Wk. 5<br>Jan 30 - Feb 3    | <b>MID TERM EXAM</b>   |  | Presentations of<br>Week 4 companies  |  |
| Wk. 6<br>Feb 6 – 10        | Developing a Growth Strategy<br>Improving Internal Operations  | Internal<br>Operations<br>– company TBA                | Lab Cases –<br>random<br>presentations  |  |
| Wk. 7<br>Feb 13 – 17       | Managing Human Resources<br>Leadership Style<br>Productivity   | Leadership and<br>Productivity<br>– company TBA        | Local companies –<br>applying realistic<br>growth strategies                                      |  |
| Wk. 8<br>Feb 20 – 24       | The Family Business<br>Succession Plans  | Family Business<br>- company TBA                       | Family Firm<br>research and<br>presentations  |  |
| Wk. 9<br>Feb 27 – Mar 3    | Intrapreneurship<br>Exit Strategy<br>Tips  | Exit Strategy<br>- company TBA                         | Group<br>Presentations for<br>Course Project  | <b>Term<br/>Project<br/>Due in<br/>Lab</b> |
| Wk. 10<br>Mar 6 – 10       | <b>FINAL EXAM WEEK</b>   |  |   |  |