


**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**
**Business Programs**
**Program: Marketing Management**
**Option: Entrepreneurship, Tourism**
**Course Outline for: MKTG 4407 Venture Development and Growth Date: January 2001**


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<b>Hours/Week:</b>	4	<b>Total Hours:</b>	40	<b>Term/Level:</b>	3
Lecture:	2	<b>Total Weeks:</b>	10	<b>Credits:</b>	
Lab:	2				

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**Instructor Rick Kroetsch**

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Office Hours as posted weekly outside of office door

**Lab Instructor Melodi Guilbault**

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**Prerequisites** Successful completion of Marketing 3306.

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**Course Description and Goals**

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.

Research from sources as diverse as Statistics Canada and MIT has indicated the number of small firms that create high skill, long-term jobs in the economy is actually a small percentage of existing small businesses. Thus, to say "small business creates jobs" is an oversimplification.

In fact, the real job creator is a subset of the small business sector, a select group of companies known as high growth ventures. This course will provide an overview of the skills required in working within these companies.

**Text(s) and Equipment**

Required: there is ***NO*** required text for this course. Attendance in lecture therefore is extremely important. Cases and any other written material will be handed out in labs.

Cases will be available online at the Instructor's web page. They will not be photocopied for students.

You may be asked to retrieve several cases from the Internet databases. This provides an incentive to explore some of the major web sites you should be familiar with. You are responsible for finding and reading these cases.

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**Evaluation**

Midterm Exam	20	%
Lab Presentation	15	%
Term Project	30	%
Final Exam	25	%
Participation / Attendance	10	%
<b>TOTAL</b>	<b>100</b>	<b>%</b>

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**Course Objectives**

At the end of this course, the student will be able to:

- Identify the strategic options facing a growing business.
- Identify the options for implementing strategy in a growing business.
- Prepare a report describing and assessing these options.
- Understand relationship and "guerrilla" marketing techniques that can be feasibly applied in a growing business environment.
- Prepare a report identifying and selecting the relationship and "guerilla" marketing techniques appropriate to a specific growing company situation.
- Identify 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.
- 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.

### Course Notes (Policies and Procedures)

- **Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Excessive absence will be deemed to be missing more than two (2) labs for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination.
- **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.
- **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.
- **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 (i.e. an average is given according to your performance throughout the course).
- **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.
- **Labs:** Lab attendance is mandatory. Lab exercises are due at the end of the lab period.
- **Examination Policy:** To receive credit for **ANY** marks for this course, students must receive an aggregate grade of 50% or greater from their combined score on the mid-term and final examinations.

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### Assignment Details

Assignments and Project details and information are available on the Instructor's Web Page. To access, go to the BCIT Web Site, School of Business - Faculty. Follow the links from there.

### Labs:

Cases will be available on the Instructor's website before the lab. Students are responsible for reading the cases before attending the lab. Questions pertaining to the case will be given in the lab. Student groups will answer the questions and one group per week will be randomly chosen to present their findings and discuss the case with the rest of the set members. Students will **NOT** know in advance which group will be called on that week. Time will **NOT** be given in labs for students to read the cases. It is up to the students to come prepared for the labs.



**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**  
**Business Programs**  
**Schedule for: MKTG 4407 Venture Growth and Development**

*\* This schedule is subject to change at the discretion of the instructor.*

<b>Week</b>	<b>Date</b>	<b>LECTURE</b>	<b>Labs</b>
Week 1	Jan 3 – 5	Strategy and Implementation Options for the Growth Company (1)	tba
Week 2	Jan 8 – 12	Strategy and Implementation Options for the Growth Company (2)  Marketing Strategy for the Growth Company (1)	tba
Week 3	Jan 15 – 19	Marketing Strategy for the Growth Company (2)  Technology Strategy for the Growth Company – Internet	tba
Week 4	Jan 22 – 26	Technology Strategy for the Growth Company – the technology plan	tba
Week 5	Jan 29 – Feb 2	<b>MID TERM EXAM</b>	tba
Week 6	Feb 5 – 9	Financing for the Growth Company	tba
Week 7	Feb 12 – 16	Partners and the Growth Company	tba
Week 8	Feb 19 – 23	Family Business as Growth Company	No labs – work period for group project and presentation
Week 9	Feb 26 – Mar 2	Intrapreneurship	Group Presentations
Week 10	Mar 5 – 9	<b>FINAL EXAM WEEK</b>	