



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Business Programs

Program: Marketing Management

Option: Entrepreneurship, Tourism

Course Outline for: MKTG 4407 Venture Development and Growth Date: January 2000

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

Instructor **Rick Kroetsch**

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Office Hours as posted weekly outside of office door

Prerequisites Successful completion of Marketing 3306.

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. These companies are concentrated in the high technology sector, although not exclusively. For example, in a 1997, the Business Development Bank found that rapidly growing Canadian technology companies increased their employment by an annual average of 34% from 1992 to 1996. In the same period, employment in Canada grew by only 1.2% overall.

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.

Evaluation

Midterm Exam	20	%
Lab Presentation	10	%
Term Project	30	%
Final Exam	30	%
Participation / Attendance	10	%
TOTAL	100	%

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.

Assignment Details

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



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Schedule for: MKTG 4407 Venture Development and Growth

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

Week	Date	LECTURE	Labs
Week 1	Jan 4 – 7	Strategy and Implementation Options for the Growth Company (1)	How to Research a Public Company
Week 2	Jan 10 – 14	Strategy and Implementation Options for the Growth Company (2) Marketing Strategy for the Growth Company (1)	Burning down the House
Week 3	Jan 17 – 21	Marketing Strategy for the Growth Company (2) Technology Strategy for the Growth Company – Internet	No labs – work period for group project and presentation
Week 4	Jan 24 – 28	Technology Strategy for the Growth Company – the technology plan	Zane Cycle
Week 5	Jan 31 – Feb 4	MID TERM EXAM	No False Moves
Week 6	Feb 7 – 11	Financing for the Growth Company	
Week 7	Feb 14 – 18	Partners and the Growth Company	Tires on the Rim
Week 8	Feb 21 – 25	Family Business as Growth Company	No labs – work period for group project and presentation
Week 9	Feb 28 – Mar 3	Intrapreneurship	Group Presentations
Week 10	Mar 6 – 10	FINAL EXAM WEEK	