

MAR 03 1997

# British Columbia Institute of Technology

School of Business, Department of Marketing Management

## Course Outline

Case Studies in Entrepreneurship

MKTG 4407

January 1997

Term 4A

Hours Per Week: 4

Number of Weeks: 10

Total Hours: 40

Instructor: Brian Giffen

Office: IBM 308

Telephone: 451-6766 EMAIL: bgiffen@bcit.bc.ca

Office Hours: posted on door or by appointment

Prerequisites: Successful completion of MKTG 3306

### Course Objectives

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After successfully completing this course, the student will be able to:

- \* identify the strategic options facing a growing small business
- \* prepare a report describing and assessing these strategic 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 'guerrilla' marketing techniques appropriate to a specific growing business situation
- \* understand the fundamentals of cash flow budgeting
- \* prepare a cash flow budget
- \* understand people related challenges that arise in a growing company

## **Course Description**

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Mktg 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.

This course will hone skills necessary for use in growing entrepreneurial companies. The course will have two major sections:

- \* strategy skills for the growth company
- \* specific implementation skills used to aid the growth company

## **Instructional Approach**

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Being able to apply information and skills rapidly and efficiently to real life situations is a cornerstone of success in a growing business.

The lectures will consist predominantly of discussion of key concepts in each subject area. Consistent attendance is a 'must' for success in this course. There is no textbook.

The labs will largely consist of discussion of case studies. As the final examination emphasizes the ability to apply concepts to fact situations, the fullest possible participation in case discussions will provide the best preparation.

Video case studies will be used extensively to bring to life the growth company principles presented by the course. Video content is potential exam material.

## **Required Text**

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There is no required text for this course. A set of key cases will be handed out in the first lab. **DO NOT LOSE THIS MATERIAL.** All written material will be handed out **ONCE** only: if you miss the hand out due to tardiness, lack of attention or any excuse other than illness, you should copy a fellow student's material.

## **Evaluation Structure**

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<i>Evaluation</i>	<i>Value</i>
Term Project	40%
Final Examination	55%
Participation/Attendance	5%

**Attendance requirements will be enforced as per the BCIT policy on page 10 of the calendar. 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**

### **Examination Policy**

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To receive credit for ANY marks for this course, students must receive a grade of 50% or higher on the final examination.

### Schedule

Lecture	Material Covered	Lab Case	Video
January 7	Strategic Options For Growth	Federal Express	Federal Express Jobs for Growth
January 14	Strategic Options for Growth / Relationship Marketing for the Growth Company	All Over the Road  Tires on the Rim	The Chip Guys
January 21	Relationship Marketing for the Growth Company	Corporate Express	Bookstore Video
January 28	Guerrilla Marketing for the Growth Company	Capital Concierge  'Kenny'	Women Entrepreneurs
February 4	Guerrilla Marketing for the Growth Company	Zane Cycle  No Kidding	Place Based Advertising
February 11	Cash Management For Growth	Picture This  Rapid Rise and Fall	
February 18	People and the Growth Company - Employees	Pipe Dreams (see 3306 case book)	Tool and Die
February 25	People 2 - Partners, Family, Consultants	Death of a Dream The WIC Saga	Hollywood Game
March 4	FINAL EXAM IN CLASS 2 hours - entire course	NA	NA