

British Columbia Institute of Technology

School of Business, Department of Marketing Management

Course Outline

Case Studies in Entrepreneurship

MKTG 4407

January 1996

Term 4A

Hours Per Week: 4

Number of Weeks: 10

Total Hours: 40

Instructor: Brian Giffen
Office: IBM 308
Telephone: 451-6766
Office Hours: posted on door or by appointment
Prerequisites: Successful completion of MKTG 3306

Course Objectives

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 small business environment
- * prepare a report identifying and selecting the relationship and 'guerrilla' marketing techniques appropriate to a specific small business situation
- * understand the fundamentals of insurance, taxes, location planning and employee relations relevant to a small business operating in Canada
- * understand the fundamentals of cash flow budgeting for a small business
- * prepare a cash flow budget for a small business

Course Description

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

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

Evaluation Structure

Evaluation	Description	Percent of Final Grade	Assigned	Due
Group Assignment 1	Strategy Report, Bombay Inc.	20%	Lab Week of January 9	Lab Week of January 30
Lab Assignment 1 (individual)	Database Marketing "Info Hunt"	5%	Lab Week of January 16	Lab Week of January 23
Lab Assignment 2 (individual)	TBA	5%	Lecture February 27	Lecture March 5
Group Assignment 2	Relationship Marketing Strategy	20%	Lecture February 6	Lecture February 27
Mid Term	48 hour take home exam	20%	Lecture, February 6	February 8, 5.00
Final Exam	TBA	25%	TBA	
Participation	-70% of this grade will be based on involvement; 30% will be based on attendance	5%	ongoing	

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

TO PASS THIS COURSE, THE STUDENT MUST RECEIVE A MARK OF 50% OR GREATER ON THE FINAL EXAM .

Schedule

Lecture Date	Material Covered	Lab Case
January 9	Strategic Options For Growth of the Small Company	New World, Ordered
January 16	Strategic Options For Growth of the Small Company	All Over the Road Why Every Business Will Be Like Show Business
January 23	Relationship Marketing for the Growth Company	Capital Concierge
January 30	Guerrilla Marketing for the Growth Company	Edmark
February 6	Guerrilla Marketing 2 / Mid Term Exam Distribution and Explanation	no labs
February 13	Cash Management	Picture This Rapid Rise and Fall of a Kid Capitalist
February 20	Boring But Deadly 1 - Insurance, Taxes, Location	Lab Exercise
February 27	Boring But Deadly 2 - Insurance, Taxes, Location	Nightmare in Missouri/ The Way it Works
March 5	Employees, Sub Contractors, Contractors and the Growth Company	Pipe Dreams Contractor vs. Employee

