

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME <u>Case Studies/Entrepreneurship</u>	
COURSE NUMBER <u>Marketing 407A</u>	DATE <u>Jan. 5th - Mar. 12, 1994</u>
Prepared by <u>J. Livingston</u>	Taught to _____ Year
School <u>Business</u>	School <u>Business</u>
Program <u>Marketing &amp; Tourism</u>	Program <u>Marketing &amp; Tourism</u>
Date Prepared _____	Small Business
	Option <u>Development &amp; Tourism</u>
Term <u>4A</u> Hrs/Wk <u>4</u> Credits _____	
No. of Weeks <u>10</u> Total Hours <u>40</u>	
Instructor(s) <u>J. Livingston</u> Office <u>SE6 #308</u> Local <u>6766</u>	
Office Hours <u>T.B.A.</u>	

### PREREQUISITES

Successful Completion of Marketing 306

### COURSE OBJECTIVES

(Upon successful completion of this course, the student will be able to:)

- Determine the feasibility of a small business.
- Negotiate the purchase of a small business.
- Identify trends and evaluate their effect on a specific industry/business sector.
- Establish a set of criteria for choosing suppliers/ distributors.
- Put a package together to raise financing for the small business.
- Identify and list potential key helpful insiders.
- Write a telemarketing script, build a customer list, and evaluate a direct mailer.
- Set up simple effective financial control procedures.
- Build an effective business team.

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## **EVALUATION**

Final Examination	35 %
Mid-Term	30 %
Assignments	20 %
Case Study	10 %
Participation	5 %

**NOTE:** In order to get marks and credit for the assignments, the learner must get at least 50% on the Mid-term and Final exam.

Attendance requirements will be enforced as per the BCIT Policy on Page 7 of the Calendar. Excessive absence will be deemed to be missing more than 2 Labs for reasons within the students control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination.

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## **REQUIRED TEXT(S) AND EQUIPMENT**

Instructor will hand out required cases as term progresses.  
Source: Canadian Small Business Management, Balderson.

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## **REFERENCE TEXTS AND RECOMMENDED EQUIPMENT**

E-Myth	Michael Gerber
Growing a Business	Phil Hawken
Popcorn Report	Faith Popcorn
Guerrilla Marketing	Jay Levinson
Shifting Gears	Nuala Beck
Thriving on Chaos	Tom Peters

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## **COURSE SUMMARY**

During this course — the student will step into the role of the entrepreneur to identify, define, and evaluate the problems/challenges that face entrepreneurs with small growing businesses. The students will travel to two entrepreneurial B.C. companies and experience first hand the challenges of entrepreneurship. The course will also use cases, assignments and exercises to develop entrepreneurial/small business management skills.

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## **FIELD TRIPS TO ENTREPRENEURIAL COMPANIES**

The field trip ground rules are as follows:

- field trips will be held in scheduled LAB TIMES as listed.
- you are representing BCIT — be professional at all times
- any negative reports on conduct — group gets F
- any leak of confidential information — group gets F
- during field trip, dress code in effect; suit or appropriate business wear
- we will meet at the field trip site **on time** allowing for 25 minutes travelling time (each way), i.e., if Lab begins at 8:30 a.m., be at site ready at 8:55 a.m.
- you will not be late and will not be admitted late.
- attendance is required on **all** field trips.

**COURSE OUTLINE**  
(continued)

<b>Week Lecture Number</b>	<b>LECTURE Material Covered</b>	<b>References</b>
1	<b>The Role of the Entrepreneur</b> Dream maker; Motivator; Negotiator; Manager and Deal maker — all in one. Examining negotiation strategies and personal success characteristics of the effective entrepreneur.	Handouts
2	<b>Trends</b> Popcorn's ten trends; Entering the 21st century; Changing Demographics; Generation X.	(Popcorn Report) — Popcorn (Shifting Gears) — Beck
3	<b>Business Plan</b> How to create an effective, meaningful, business plan.	Handout
4	<b>Creative Financing for Small Business</b> Raising the money; Negotiating the deal; Advisory boards; Determining feasibility for buying a business. Enlisting at least 5 experts/insiders.	Handout
5	<b>Guerilla Marketing to Increase Sales</b> For: Business to Business & Business to Consumer Twenty-two cost-effective methods — my five favorites. 1. Telemarketing & 1-800#'s... "Dialing for dollars" 2. Direct Mail Formats and selecting/generating Mailing Lists 3. Trade Shows 4. Direct Response TV 5. Personal Selling	(Guerrilla Marketing) — Levison
6	<b>Joint Venturing and Strategic Partnerships</b> How to build a network of influence and market position through strategic alliances.	Handout
7	<b>Motivation</b> How to get the best from people; Having flexible management styles; Telling, Selling, Participating and Delegating	(Thriving or Chaos) — Peters

**COURSE OUTLINE**  
(continued)

<b>Week Lecture Number</b>	<b>LECTURE Material Covered</b>	<b>References</b>
8	<b>Controlling Cash Flow</b> Setting up secure banking procedures; Watching the bottom line; Keeping costs down.	Handout
9	<b>Growing the Business</b> Managing by numbers; Updating the Business Plan; Looking ahead.	(Growing a Business) — Hawker (E-Myth) — Gerber
10	<b>Course Review</b>	

Week Labs Number	LABORATORY Material Covered
	<p>Case Sourcebook: Small Business Management; Balderson.</p> <p>Note: One page Case Analysis write up is due at beginning of each Lab. (Total: Six one-page case write ups.)</p>
1	<p>Team Building with Class. Negotiation exercise.</p>
2	<p>Case: The Grounds Crew (Franchising a small business — page 370.) Case: Garden City Petroleum (Buying a small business — page 375.)</p>
3	<p>Case: Bouchard's Market (Merchandising Management — page 367.) Guerrilla Marketing &amp; Promotion Exercise.</p>
4	<p>Field Trip 1. — Location T.B.A.</p>
5	<p>Case: Computer Course Ware International (Direct Marketing Strategy Development — hand out.) Guerrilla Marketing &amp; Promotion Exercise.</p>
6	<p>Mid Term Exam Week (Film or Guest Speaker.)</p>
7	<p>Case: Johnston Construction Company (Motivation &amp; People Management — page 388.)</p>
8	<p>Field Trip 2 — Location T.B.A.</p>
9	<p>Case: Josephine's Fashions (Financial Management — page 309.) Financial Management Exercise</p>
10	<p>Course Review</p>