



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Entrepreneurship

Course Number: MKTG 4409**Course Name: Entrepreneurial Skills Practicum****Start Date:** March 20, 2008**End Date:** May 23, 2008**Total Hours:** 60 **Total Weeks:** 10**Term/Level:** 4 **Course Credits:** 4**Hours/Week:** 6 **Lecture:** **Lab:****Shop:** **Seminar:** **Other:** 6**Prerequisites****Course Number is a Prerequisite for:****Course No. Course Name****Course No. Course Name**

MKTG 4407 Venture Development and Growth

Course Description (required)

Acts as a showcase for students to demonstrate and develop their skills, conducting projects for actual entrepreneurial ventures.

Detailed Course Description (optional)**Evaluation**

Mid-Practicum Memo	15 %
Student Report	40 %
Sponsor Evaluation – work	30 %
Sponsor Evaluation – attendance, team work, work habits, etc.	15 %

TOTAL 100 %

Comments: Failure to achieve 50% or more on the combination of the report and the sponsor evaluation will result in a 0% being assigned for all other projects, assignments, and participation/attendance marks, resulting in a failing grade for this course.

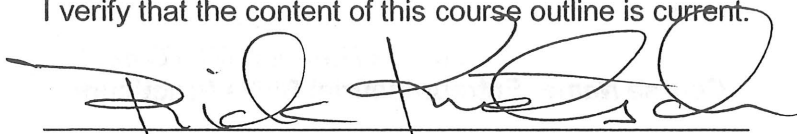
Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- ☐ Experience the practical business environment by working in a company
- ☐ Acquire specific career and job related skills
- ☐ Know how to work with people in a realistic business setting
- ☐ Understand the daily dynamics involved in a real-world work environment

Verification

I verify that the content of this course outline is current.

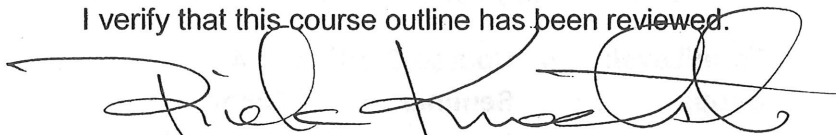


Rick Kroetsch, Authoring Instructor

February 2, 2008

Date

I verify that this course outline has been reviewed.

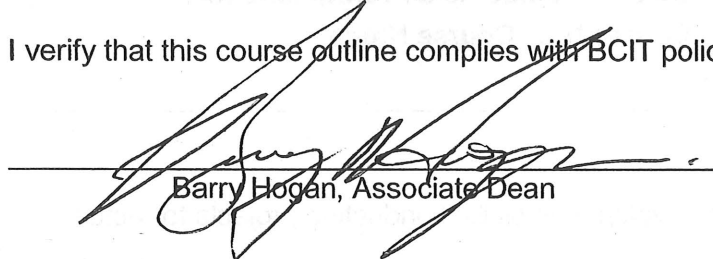


Rick Kroetsch, Program Head

February 2, 2008

Date

I verify that this course outline complies with BCIT policy.



Barry Hogan, Associate Dean



Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

Instructor(s)

Rick Kroetsch

Office Location: SE6 308

Office Hrs.: As posted

Office Phone:

E-mail

Address:

Rick_Kroetsch@bcit.ca

Learning Resources

Required:

N/A

Recommended:

N/A

Information for Students

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

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. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

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.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this 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.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Assignment Details

Project: The student will identify and approach a business (or, in a very limited number of situations, a non-profit organization seeking to undertake a commercial project) that requires the student to complete a project or series of projects.

Each student will be evaluated on the basis of:

- a) A Mid-Practicum memo to the Instructor outlining work accomplished to date, future work to be completed, your view of how you are doing at the company, etc. ***Write the memo as if you were doing an evaluation for the company at the point where they were deciding to keep you after your probation period. Do NOT write it up as if it was a school project – this is a business memo to your organization. It must be focused, professional, and job-ready. These memos will not be returned but will be marked with the final written report. (15%). Late memos are penalized 10 marks per calendar day. Due Tuesday April 22, 2008 in your designated lab.***
- b) A written report submitted to the Instructor including the objectives, methods, findings and deliverables to the sponsor, (40%). Late reports are penalized 10 marks per calendar day. ***Due Tuesday May 20, 2008 by 4:00 pm – electronic copies only.***
- c) A written evaluation provided by the sponsor to the Instructor (Total 45%), ***Due Tuesday May 20, 2008 by 4:00 pm, electronically.*** Late evaluations are penalized 10 marks per day. Thirty percent of the evaluation mark (i.e. 30% of the 45%) will come from the work done; the remaining fifteen percent will come from attendance, work habits, ability to work with team members, etc.

NB: All projects must be approved by the Instructor in advance by Wednesday March 5, 2008.

Students must submit a one page Summary of Proposed Practicum Activities for approval by this date. This memo should include deliverables and objectives.

Schedule

NB: You MUST put in the complete nine weeks with your client. If for some reason your client is away, or wants to start later, etc. You must get this approved by your Instructor in advance who will give you work to do for those days not covered with your sponsor.

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
Week 1 Mar 20 – 21	Work at Sponsor Company Thursday Holiday - Good Friday	n/a	n/a	
Week 2 Mar 27 - 28	Work at Sponsor Company Thursday and Friday			
Week 3 Apr 3 – 4	Work at Sponsor Company Thursday and Friday			
Week 4 Apr 10 – 11	Work at Sponsor Company Thursday			
Week 5 Apr 17 – 18	Work at Sponsor Company Thursday and Friday			
Week 6 Apr 24 – 25	Work at Sponsor Company Thursday and Friday		Mid- Practicum Memo due Tuesday Apr 22nd	
Week 7 May 1 – 2	Work at Sponsor Company Thursday and Friday			
Week 8 May 8 – 9	Work at Sponsor Company Thursday and Friday			
Week 9 May 15 – 16	Last week to Work at Sponsor Company Thursday and Friday			
Week 10 May 22 – 23	Student Report and Sponsor Evaluation Due Tuesday May 20, 2008 by 4:00 pm, electronically			