

DEC 04 1997

**British Columbia Institute of Technology
School of Business, Department of Marketing Management**

Course Outline
Principles of Small Business
MKTG 3306
September 1997

Term Three Hours Per Week: 4 Credits: 4

Number of Weeks: 14 Total Hours: 56

Instructor: Brian Giffen

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Office Hours: posted on door or by appointment

Prerequisites: Successful completion of the first year Marketing Program

Course Objectives

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

- * describe the major personal characteristics that underlie entrepreneurial success and failure
- * assess whether a new venture concept has sufficient potential market demand, product/service provision capacity, management skills and financial commitment to represent a valid business opportunity
- * develop the components of a business plan, in whole and in part, to describe the growth of a business opportunity from concept to operating business
- * select the most realistic form(s) of financing for a small business
- * describe the fundamentals of franchising and buying a business as a means of initiating venture activity

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 either for an entrepreneur or a success-oriented employee in an entrepreneurial company

The lectures will consist predominantly of discussion of key concepts in each subject area. Consistent attendance is a 'must' for success in this course.

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.

Required Text

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

<i>Evaluation</i>	<i>Value</i>
Business Plan Report	27.5%
Business Plan Outline	2.5%
Key Success Factors Report	12.5%
Key Success Factors Outline	2.5%
Final Examination	25%
Mid Term Examination	20%
Participation/Attendance	10%

NOTE

Attendance requirements will be enforced as per the BCIT policy in 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

Method of Evaluation

Business Plan Project

The term project will be a business plan for a new venture that groups of 3-4 students will develop and present during one of the labs. The business plan must be submitted in a format that would be offered to an external funding source or joint venture partner.

Mid Term and Final Examinations

The examinations will stress the student's ability to apply the concepts studied in lecture and lab to factual situations.

Group Assignment - Key Success Factors of a Lower Mainland Business

Students will identify and analyse the ingredients of success for a business in the Lower Mainland.

More detailed descriptions are found in the casebook.

NOTE - 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.

Principles of Small Business
Fall 1997 Schedule

Week	Dates	Lecture	Lab
1	Sept 1-5	Overview/Introduction	-cancelled
2	Sept 8-12	Opportunity Analysis 1 - discovering and defining entrepreneurial opportunities	<i>Why My Business Failed</i> <i>Good Question</i> <i>Internet Sites</i>
3	Sept 15-19	Opportunity Analysis 2 - Market and Money	<i>Laurel Grove</i> <i>Two Buddies</i> <i>Business Plan Outline due in lab</i>
4	Sept 22-26	Opportunity Analysis 3 - Management and Moment	<i>Tale of the Tapes</i> <i>Copyproof Paper</i> <i>Key Success Factor Outline due in lab</i>
5	Sept 29 - Oct 3	Business Plan 1	<i>Copyproof Paper (B)</i> <i>Cover Concepts</i> <i>Regional Delights</i>
6	Oct 6-10	Business Plan 2	<i>What's Love Got to Do With It?</i>
7	Oct 13-17	Midterm Exam Week	TBA
8	Oct 20-24	Business Plan 3	<i>MAC</i> <i>Group Assignment Due</i>
9	Oct 27-31	Business Plan 4	<i>Fat Cats</i>

Week	Dates	Lecture	Lab
10	Nov 3-7	Financing 1	<i>Bootstrapping</i> <i>My Life as an Angel</i>
11	Nov 10-14	Financing 2	<i>The Enemy Within</i>
12	Nov 17-21	Franchising	<i>Rubbish Boys</i> <i>Dogwash</i> <i>Business Plan</i> <i>Assignment due in lab -</i> <i>no extensions</i>
13	Nov 24-28	Buying a Business	<i>Campground for Sale</i>
14	Dec 1-5	Review	<i>no case - bring course</i> <i>related questions</i>
15	Dec 8-12	Exam Period	<i>none</i>