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

**Course Outline
Principles of Small Business
MKTG 3306
September 1998**

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 or equivalent

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. The latter half of most labs will be used for work on group projects.

All students should feel comfortable with accessing the Internet for research purposes *prior* to taking this course. If you are unfamiliar with the Internet, you should take it upon yourself immediately to learn the basics of this new employment-related skill.

Required Text

There is no required text for this course.

1. 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 (including theft), you should copy a fellow student's material.
2. You are asked to retrieve several cases from Internet databases. This provides an incentive to explore some of the major Web sites you should be familiar with. You are responsible for finding and reading these cases.

Optional Reading

If you are interested in starting a business after graduation, the mechanics of incorporation, taxes and other start up details that are not covered in the course are found in the excellent (and free) publication 'Guidelines and Requirements for Business' at the Canada/BC Business Service Centre, 601 West Cordova (old railway station).

Evaluation Structure

<i>Evaluation</i>	<i>Value</i>
Business Plan Report	30%
Business Plan Outline	Pass/Fail
Key Success Factors Report	10%
Key Success Factors Outline	Pass/Fail
Final Examination	30%
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

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.

COURSE SCHEDULE BY WEEK

Week	Dates	Lecture	Lab
1	Sept 7-11	Introduction	-cancelled
2	Sept 14-18	Opportunity Analysis 1 - discovering and defining entrepreneurial opportunities	<i>Two Buddies(p.25)</i>
3	Sept 21-25	Opportunity Analysis 2 - Market and Money	<i>Laurel Grove Tennis Centre (p. 26)</i> <i>Logic of Profit http://www.inc.com/ incmagazine/archives/ 03960171.html</i> <i>Business Plan Outline due in lab</i>
4	Sept 28- 2	Opportunity Analysis 3 - Management and Moment	<i>Copyproof Paper(A)(p. 30)</i> <i>Key Success Factor Outline due in lab</i>
5	Oct 5- 9	Business Plan 1	<i>Copyproof Paper (B)</i> <i>Delivering the Kids (A) (p.33)</i>
6	Oct 12-16	Business Plan 2	<i>Magpie News (p.35)</i> <i>Delivering the Kids (B)</i>
7	Oct 19 - 23	Midterm Exam Week	TBA
8	Oct 26 - 30	Business Plan 3	<i>Errand Boy (p.37)</i> <i>Key Success Factors Assignment Due</i>

Week	Dates	Lecture	Lab
9	Nov 2 - 6	Business Plan 4	<i>Fat Cats (p. 41)</i> <i>How to Succeed in 4 Steps (p.44)</i>
10	Nov 9 - 13	Financing 1	<i>Bootstrapping Lessons</i> <i>http://www.inc.com/incmagazine/archives/08950401.html</i> <i>My Life as an Angel</i> <i>http://www.inc.com/incmagazine/archives/07970421.html</i>
11	Nov 16- 20	Financing 2	<i>The Enemy Within (p. 51)</i>
12	Nov 23-27	Franchising	<i>Easy Path to Nowhere(p.56)</i> <i>Business Plan Assignment due in lab - no extensions</i>
13	Nov 30 - Dec 4	Buying a Business	<i>Campground for Sale(p. 63)</i>
14	Dec 7 - 11	Exam Period	