



OCT 13 1999

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Business Programs

Program: Marketing Management

Option: Entrepreneurship, Professional Sales, Tourism

Course Outline for: MKTG 3306 Entrepreneurial Skills

Date: September 1999

Hours/Week:	4	Total Hours:	56	Term/Level:	3
Lecture:	2	Total Weeks:	14	Credits:	
Lab:	2				
Other:					

Instructor Rick Kroetsch

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Lab Instructor Catherine McGougan

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Prerequisites Successful completion of the first year Marketing Program or equivalent

Course Description and Goals

Being able to apply information and skills rapidly and efficiently to real life situations is a cornerstone of success in a 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 lecture area. Consistent attendance is a "must" for success in this course.

The labs will consist of discussion of case studies. As the final examination emphasizes the ability to apply concepts to factual situations, the fullest 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 will 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 employment-related skill.

Text(s) and Equipment

Required: there is **NO** required text for this course. Attendance in lecture therefore is extremely important. Cases and any other written material will be handed out in labs.

Cases will be available online at the Instructor's web page. They will not be photocopied for students.

You may be asked to retrieve several cases from the 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.

Evaluation

Final Examination	30	%
Midterm Test	20	%
Key Success Factors Report	10	%
Business Plan Report Project	30	%
Participation / Attendance	10	%
TOTAL	100	%

Other: Business Plan Outline	Pass/Fail
Key Success Factors Outline	Pass/Fail

Course Learning Outcomes At the end of 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

Course Notes (Policies and Procedures)

- **Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
 - **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. 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.
 - **Course Outline Changes:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
 - **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.
 - **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 (i.e. an average is given according to your performance throughout the course).
 - **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.
 - **Labs:** Lab attendance is mandatory. Lab exercises are due at the end of the lab period.
 - **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.
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Assignment Details

Assignments and Project details and information are available on the Instructor's Web Page. To access, go to the BCIT Web Site, Business Programs - Faculty. Follow the links from there.

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.

Key Success Factors of a Lower Mainland Business

Students will work in groups to identify and analyze the ingredients of success for a business in the Lower Mainland.



*** This schedule is subject to change at the discretion of the instructor.**

Week	Date	LECTURE	Labs
Week 1	Sept 7-10	Introduction	Cancelled
Week 2	Sept 14-17	Opportunity Analysis 1 – discovering and defining entrepreneurial opportunities	Two Buddies
Week 3	Sept 21-24	Opportunity Analysis 2 – Money and Market Key Success Factors Outline due in Lab	Laurel Grove Tennis Centre Logic of Profit
Week 4	Sept 28-Oct 1	Opportunity Analysis 3 – Management and Moment Business Plan Outline due in Lab	Copyproof Paper (A)
Week 5	Oct 4-8	Business Plan 1	Copyproof Paper (B) Delivering the Kids (A)
Week 6	Oct 11-15	Business Plan 2	Magpie News Delivering the Kids (B)
Week 7	Oct 18-22	Business Plan 3 Key Success Factors Assignment due in Lab	Errand Boy
Week 8	Oct 25-29	MID TERM EXAM	Cancelled – Work on Group Project
Week 9	Nov 1-5	Business Plan 4	Fat Cats How to Succeed in Four Steps
Week 10	Nov 8-12	Financing 1	Bootstrapping Lessons My Life as an Angel
Week 11	Nov 15-19	Financing 2	The Enemy Within
Week 12	Nov 22-26	Franchising Business Plan Term Project Due in Lab – no extensions	Easy Path to Nowhere
Week 13	Nov 29-Dec 3	Buying a Business	Campground for Sale
Week 14	Dec 6-10	FINAL EXAM WEEK	