



## Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Entrepreneurship, Professional Sales, Tourism

**Course Number: MKTG 3306**

**Course Name: Business Planning Principles**

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<b>Start Date:</b>	September 5, 2006	<b>End Date:</b>	December 15, 2006
<b>Total Hours:</b> 60	<b>Total Weeks:</b> 15	<b>Term/Level:</b> 3	<b>Course Credits:</b> 4
<b>Hours/Week:</b> 4	<b>Lecture:</b> 2	<b>Lab:</b> 2	<b>Shop:</b>
			<b>Seminar:</b> Other:
<b>Prerequisites:</b>		<b>Course Number: MKTG 3306 is a Prerequisite for:</b>	
<b>Course No.</b> MKTG 1102	<b>Course Name:</b> Essentials of Marketing	<b>Course No.</b> MKTG 4407	<b>Course Name:</b> Venture Development and Growth

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### Course Description (required)

Teaches the practical skills required to successfully launch a new venture with emphasis on how to assess new business opportunities, compose a business plan and obtain the necessary financing. Students will be able to assess whether a new business concept has sufficient potential market demand, product/service provision capacity, management skill, and financial commitment to represent a successful business opportunity.

### Detailed Course Description (optional)

#### Evaluation

Final Examination	25	Comments:	
Midterm Exam	20	Other:	Business Plan Outline Pass/Fail
Business Plan Report Project	35		
Lab Assignments / Presentations	20		
TOTAL	<u>100%</u>	Lab Marks will be accumulated and be available at the end of the course.	

**"Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual assignments/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course."**

### Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Explain the importance of analyzing ideas before starting a business
- Describe the major characteristics that underlie business success and failure
- Assess whether a new venture opportunity has sufficient potential market demand, product/service provision capacity, management skills, and financial commitment to represent a valid business opportunity
- Identify and be able to apply the distinctive research required to successfully complete a business plan suitable to raise financing.
- Discuss the importance of the sustainability of competitive edge/advantage

- Identify and compare broad-based strategy options for the entrepreneurial venture
- 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
- Discuss the types of information needed to evaluate competition. Explain how competitive strategies are evaluated and analyzed.
- Describe the characteristics and value of a strong management team
- Explain the common legal forms of organization used by businesses
- Describe the purpose, content, and application of the Pro-Forma Income Statement, Cash Flow Statement and Balance Sheet. Apply the concepts of Sales and Expense Forecasting to the Pro Forma Financial Statements
- Evaluate the choice between debt financing and equity financing
- Define and select the most realistic form(s) of financing for a business
- Describe the advantages and disadvantages of buying a business as well as the valuation methods used.
- Explain and give examples of franchising business concepts.

**Verification**

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

August 22, 2006

Date

Rick Kroetsch, Authoring Instructor

I verify that this course outline has been reviewed.

August 22, 2006

Date

Rick Kroetsch, Program Head

I verify that this course outline complies with BCIT policy.

Aug 30/06.

Barry Hogan, Associate Dean

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 Phone:  
Office Hrs.:    As posted weekly outside    E-mail Address: Rick\_Kroetsch@bcit.ca  
office

Scott Armstrong    Office Location: SE6 314    Office Phone: (604) 456-8149  
Office Hrs.:    As posted outside office    E-mail Address: Scott\_Armstrong@bcit.ca

### Learning Resources

*Required:* there is **NO** required text for this course. Attendance in lecture therefore is extremely important.

Cases will be available online at the Instructor's web page. They will **NOT** be photocopied for students. Students must come prepared to all labs having read the necessary cases for the week. Time will **NOT** be given in labs for reading of case material.

*Recommended:* Students should familiarize themselves with various types of Business Plan templates and formats available from the library or online.

### 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 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

Assignments and Project details and information are available on the Instructor's Web Page. Further information will be given out in lecture and labs.

## Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Lab Assignment	Due Date
Week 1 Sept 5 – 8	Introduction Course Overview		No assigned cases this week	
Week 2 Sept 11 – 15	Opportunity Analysis Discovering and defining opportunities		Case studies will be available on website	
Week 3 Sept 18 – 22	Market Forecasting		Research on companies from list on website	
Week 4 Sept 25 – 29	<b>No Lecture - Amazing Race</b>		Research on companies – present findings to Management Team	
Week 5 Oct 2 – 6	Forecasting (continued) Money Management Moment		Market Research assignment on Publicly traded company. Future Plan and Group Presentation	<b>Business Plan Outline due in Lab</b>
Week 6 Oct 9 – 13 <b>Monday Holiday</b>	Business Plan Format Section 1.0 Business of the Company Section 2.0 Product/Service Description Section 3.0 Market Analysis		Sterling Feast Restaurant Business Plan Write Up Sections 1.0, 2.0, 3.0	
Week 7 Oct 16 – 20	Business Plan Format Section 3.0 Market Analysis (continued) Section 4.0 Competition Section 5.0 Marketing Strategy		Ice Club Business Plan Write Up Sections 4.0, 5.0	
Week 8 Oct 23 – 27	<b>MID TERM EXAM</b>		Cancelled – Work on Group Project	
Week 9 Oct 30– Nov 3	Business Plan Format Section 6.0 Management Team Section 7.0 Operations Strategy		Individual Financial Statement Worksheets Pro-forma Income Statement Pro-forma Cash Flow Statement	
Week 10 Nov 6 – 10	Business Plan Format Section 8.0 Implementation Schedule Section 9.0 Financial Strategy		Operations Strategy, Implementation, and Key Risks Presentation	
Week 11 Nov 13 – 17 <b>Monday Holiday</b>	Section 10.0 Key Risks Section 11.0 Contingency Plans Financing Sources		Corporate Financial Statement Worksheets Pro-forma Income Statement Pro-forma Cash Flow Statement	
Week 12 Nov 20 – 24	Financing Sources (Continued) Buying a Business		Clean 'N Go Car Wash Business Plan Determine further Information needed before buying	
Week 13 Nov 27 – Dec 1	Franchising		Franchising Presentations	<b>Business Plan Term Project Due in Lab</b>
Week 14 Dec 4 – 8	Business Renewal		What to prepare for when your Plan is implemented	
Week 15 Dec 11 – 15	<b>FINAL EXAM WEEK</b>		No labs this week	