

British Columbia Institute of Technology

School of Business, Department of Marketing Management

Course Outline

Principles of Small Business Management

MKTG 3306

September 1995

Term Three

Hours Per Week: 4

Credits: 4

Number of Weeks: 14

Total Hours: 56

Instructor: Brian Giffen

Office: IBM 308

Telephone: 451-6766

Office Hours: posted on door or by appointment

Lecture: 10:30 - 12:30 Friday SW1 1025

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 and the implications these characteristics have for small business
- * 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
- * apply the components of a business plan including the fundamental steps of a business start up to a specific venture opportunity
- * select the most realistic form(s) of financing for a small business
- * describe the fundamentals of franchising, exporting and buying an existing business

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.

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

A set of key cases will be available for purchase from the bookstore

Evaluation Structure

<i>Evaluation</i>	<i>Value</i>	<i>Assigned</i>	<i>Due</i>
Term Project (business plan)	30%	Sep 11	Dec 1
Final Examination	25%	TBA	
Mid Term	15%	Oct 20	
Group Assignment 1	10%	Sep 29	Oct 10
Group Assignment 2	10%	Sep 22	Nov 10
Participation/Attendance	10%	ongoing	

NOTE

Attendance requirements will be enforced as per the BCIT policy on page 10 of 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

Term 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 a prospective investor or joint venture partner.

Mid Term and Final Examination

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

Group Assignments

Two group assignments, each worth 10%, will be completed:

Assignment 1: Feasibility Assessment of a New Venture

Students will conduct an assessment of the feasibility of a new venture assigned by the instructor

Assignment 2: Key Success Factors of a Lower Mainland Business

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

Schedule

Lecture Date	Material Covered	Lab Case
September 15	Entrepreneurial Characteristics	Why My Business Failed/Rollerblade
September 22	Opportunity Analysis 1 Market	Buy Low, Sell High/Noisebuster
September 29	Opportunity Analysis 2 Market	Copyproof Paper
October 6	Opportunity Analysis 3 Management and Money	Laurel Grove Tennis
October 13 (reschedule for Tourism sets)	Opportunity Analysis 4 - Moment Business Plan 1	Coupon Radio/Delivering the Kids
October 20	MIDTERM IN CLASS	NO LAB
October 27	Business Plan 2	Telesell
November 3	Business Plan 3	Garlic's
November 10	Business Plan 4	TBA
November 17	Financing 1	The Enemy Within
November 24	Financing 2	Video
December 1	Franchising	Group Presentations, Business Plan Assignment
December 8	Buying a Business	Campground for Sale