

British Columbia Institute of Technology

School of Business, Department of Marketing Management

Course Outline

Principles of Small Business Management

MKTG 3306

September 1994

Term Three Hours Per Week: 4 Credits: 4

Number of Weeks: 14 Total Hours: 56

Instructor: Brian Giffen

Office: IBM 314

Telephone: 432-8445

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:

- * understand the major personal characteristics that underlie entrepreneurial success and failure and the implications these characteristics have for either directing a small business or working as part of a small business management group
- * objectively 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
- * understand the components of a business plan and apply them in written form to a specific business opportunity, for the purposes of either internal management team guidance or raising capital/attracting joint venture partners

- * identify the most realistic form(s) of financing for a small business
- * understand 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. The textbook will be significantly supplemented by the instructor during lectures and labs. Consistent attendance is a 'must' for success in this course; simply 'reading the book' is not enough.

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 for the exam.

Required Text

Fred Fry, **Entrepreneurship** West Publishing Company 1993

Evaluation Structure

Term Project (business plan)	30%
Final Examination	30%
Mid Term	15%
Case Studies	20%
Participation/Attendance	5%

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. A computer disc with the full business plan must be submitted on the due date.

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. Multiple choice and fill in the blank questions will form a small part of the total evaluation.

Case Studies

Students will be graded on their ability to apply the concepts studied in lectures to case studies. During labs, each student will be assigned two cases to analyse in written form for submission to the instructor. Each case assignment will be represent 10% of the final grade.

Lecture Date	Material Covered	Relation To Text
September 9	Introduction to Entrepreneurship	Chapter 1 - 2
September 16	Opportunity Analysis 1 Market Factors	Chapter 5
September 23	Opportunity Analysis 2 Market Factors	Chapter 5
September 30	Opportunity Analysis 3 Capital and Management Factors	Chapter 5
October 7	Business Plan 1 General Strategy / Market	Chapters 4,8,9
October 14	Business Plan 2 Market / Product: Service	Chapters 4,8,9
October 21	MIDTERM IN CLASS	Chapters 4,8,9
October 28	Business Plan 3 Operations/Management/Financial Structure	Chapters 4, 8,9
November 4	Business Plan 4 Financial Projections/Key Risks Presenting the Plan	Chapters 4,8,9
November 11	THANKSGIVING	NO CLASS
November 18	Financing a New Venture * equity * debt * cash management * "unorthodox sources" TERM PROJECT DUE	Chapter 7
November 25	Franchising	Chapter 10
December 2	Exporting	Chapter 11
December 9	Buying a Business	NA