



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Entrepreneurship

## Course Outline

### **MKTG 3345 Self Employment Skills**

**Start Date:** September 4, 2007

**End Date:** December 14, 2007

**Total Hours:** 60    **Total Weeks:** 15

**Term/Level:** 3    **Course Credits:** 4

**Hours/Week:** 4    **Lecture:** 2    **Lab:** 2

**Shop:**    **Seminar:**    **Other:**

#### **Prerequisites**

Course No.	Course Name
	successful completion of Year 1

#### **MKTG 3345 is a Prerequisite for:**

Course No.	Course Name
MKTG 4437	Current Issues in Entrepreneurship

#### **Course Description**

This course introduces Entrepreneurship students to the realities of self employment, for future use in career paths including contract work, consultancy and careers involving start up of their own business venture.

Three distinct modules will be covered within the course:

**Module 1** - provides the student with several analytical techniques for assessing the market and financial feasibility of new venture concepts, particularly those found in the majority of self employment situations.

**Module 2** - a nuts and bolts module to give the student the practical basics of starting their own venture – including topics such as incorporation, tax, registrations and insurance.

**Module 3** - provides the student with an examination of the key challenges involved in building up a self employment opportunity, including building a customer base, assembling financing, and collections

#### **Evaluation**

Final examination	25%
Mid term examination	20%
Term Project	30%
Lab Assignments/Presentations	25%

TOTAL	<u>100%</u>
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**Failure to achieve 50% or more on: the combination of the exams (midterm and final), and the individual assignments/participation marks, will result in a 0% being assigned for all other projects and assignments, resulting in a failing grade for this course.**


### Course Learning Outcomes/Competencies

Upon successful completion, the learner will be able to:

- \* demonstrate an awareness of the various self employment options available in the contemporary economy
- \* articulate basic business start up strategies
- \* create a prospecting plan designed to identify and approach potential clients as an early stage entrepreneur
- \* understand the basic elements of managing relationships with clients, including collections and reporting
- \* understand and evaluate the basic options available to new ventures in the areas of insurance, intellectual property, legal form of organization, insurance, taxation, partnerships, funding sources and the like

### Verification

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

  
\_\_\_\_\_  
Brian Giffen, Instructor

August 20/2007  
\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

  
\_\_\_\_\_  
Rick Kroetsch, Program Head

August 27, 2007  
\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

  
\_\_\_\_\_  
Barry Hogan, Associate Dean

Aug. 30/07.  
\_\_\_\_\_  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

**Instructor(s)** Brian Giffen

Office Location: Room 308, SE 6    Office Phone: 604-456-8079  
Office Hrs.: as posted    E-mail Address: bgiffen@bcit.ca

### Learning Resources

#### *Required:*

Students must visit the course web site on at least a weekly basis to obtain readings.

#### *Recommended:*

There is NO required text for this course. Attendance in lecture therefore is extremely important. You may be asked to retrieve reading material from the Internet. This provides an incentive to explore some of the major web sites you should be familiar with. You are responsible for finding and reading this material.

### 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 in 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

See handout on this topic.

Week	Material Covered	Reading
1 Sept 4-7	<b>COURSE OVERVIEW</b>	-see course website
2 Sept 10 - 14	<b>OVERVIEW OF SELF EMPLOYMENT</b>  1. SELF EMPLOYMENT IN BC  <b>ISSUES TO CONSIDER PRIOR TO SELF EMPLOYMENT</b>  1. IS SELF EMPLOYMENT FOR ME?  2. AM I THE ENTREPRENEURIAL TYPE?	-see course website
3 Sept 17-21	<b>ISSUES (cont'd)</b>  3. IS MY BUSINESS IDEA WORTH PURSUING? (MARKET ASSESSMENT)	-see course website
4 Sept 24 - 28	<b>ISSUES (cont'd)</b>  4. IS MY BUSINESS IDEA WORTH PURSUING? (FINANCIAL AND COMPETITIVE ASSESSMENT)  5. START UP STRATEGIES	-see course website
5 Oct 1 - 5	<b>START UP NUTS AND BOLTS</b>  1. FORM OF ORGANIZATION  2. REGISTRATIONS FOR THE NEW BUSINESS	-see course website

Week	Material Covered	Reading
6 Oct 8 - 12	<b>START UP NUTS AND BOLTS (cont'd)</b>  3. CERTIFICATIONS, REGULATORY COMPLIANCE FOR THE NEW BUSINESS	-see course website
7 Oct 15 - 19	<b>MID TERM EXAM</b>	-see course website
8 Oct 22 -26	<b>START UP NUTS AND BOLTS (cont'd)</b>  4. CREATING KEY RELATIONSHIPS - Partners, Associates, Investors	-see course website
9 Oct 29 - Nov 2	<b>START UP NUTS AND BOLTS (cont'd)</b>  5. INSURANCE AND TAX ISSUES	see course website
10 Nov 5 - 9	<b>BUILDING THE NEW VENTURE</b>  1. FINANCING - Equity Sources	see course website
11 Nov 12 - 16	<b>BUILDING THE NEW VENTURE (cont'd)</b>  1. FINANCING - Debt Sources	see course website
12 Nov 19 - 23	<b>BUILDING THE NEW VENTURE (cont'd)</b>  1. MARKETING	see course website
13 Nov 26 - 30	<b>BUILDING THE NEW VENTURE (cont'd)</b>  1. MARKETING	see course website
14 Dec 3 - 7	<b>BUILDING THE NEW VENTURE (cont'd)</b>  2. GETTING PAID	see course website
15 Dec 12 - 16	<b>FINAL EXAM</b>	

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## MKTG 3345 Course Website

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Each week, prior to the Monday lecture, an outline of the notes presented in the lecture will be posted on the course website. I suggest downloading this Word file prior to the lecture and bringing the notes to class. I will work at a speed that assumes you have this outline in front of you

Most weeks, the lecture outline will include some reading. I suggest doing the reading prior to the lecture to get the full benefit of the session

Check the course website regularly to keep up with changes, reading and supplemental materials that will be posted there

-URL <http://www.sob.bcit.ca/mktg3344/>

-user name: **mktg3344**  
password: **wk2n3f4**