

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME Entrepreneurial Management

COURSE NUMBER BUSA 1201

DATE December 1994

Prepared by Christopher J. Gadsby

Taught to First Year

School Business

School Broadcasting

Program Administrative Management

Program \_\_\_\_\_

Date Prepared December 11, 1994

Option \_\_\_\_\_

Term 3 Hrs/Wk 3 Credits \_\_\_\_\_

No. of Weeks 15 Total Hours 45

Instructor(s) Christopher J. Gadsby Office SE6 327 Local 451-6784

Office Hours as posted or by appointment

### PREREQUISITES

### COURSE OBJECTIVES

(Upon successful completion of this course, the student will be able to:)

- fully comprehend the key factors involved in identifying, planning and exploring new business opportunities.
- apply the principles of entrepreneurial management to small and medium sized enterprises.

### EVALUATION

Final Examination	30%
Mid-Term	20%
Projects (2 assignments)	30%
Laboratory	
Other: Participation/ Attendance	20%

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### **REQUIRED TEXT(S) AND EQUIPMENT**

Szonyi & Steinhoff. Small Business Fundamentals, Third Canadian Edition.

Note: Additional readings will be provided by the instructor as required.

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### **REFERENCE TEXTS AND RECOMMENDED EQUIPMENT**

Shifting Gears, Nuala Beck

The Popcorn Report, Faith Popcorn

Various other articles and readings to be assigned as required

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### **COURSE SUMMARY**

This course is designed to assist the student in:

1. developing an understanding of basic business operations and entrepreneurial management.
2. understanding the importance of strategic business planning to successful businesses of all types.
3. understand the fundamental changes that drive the "New Economy" of the 90s.

**COURSE OUTLINE**  
(continued)

<b>Week Lecture or Lab Number</b>	<b>Material Covered</b>	<b>References/Cases</b>	<b>Text/Reading</b>
1	Introduction to Business <ul style="list-style-type: none"> <li>• types.</li> <li>• entrepreneurial management</li> </ul>	BC Economic Statistics (handout)	
2	Approaches to Managing <ul style="list-style-type: none"> <li>• contemporary developments</li> <li>• management process</li> </ul>	Case: Brewster-Seaview (handout)	Reading (TBA) Chapters 1 & 2
3	Teamwork <ul style="list-style-type: none"> <li>• the key to improved productivity</li> <li>• organizational implications for implementation</li> </ul>	Teamwork chart, charter, process materials provided	Chapter 18 "Teamwork" reading (handout)
4	Decision Making <ul style="list-style-type: none"> <li>• importance</li> <li>• enhanced model</li> </ul>	Case: Lee Valley Tools (handout)	Decision package (handout)
5	Strategic Planning in the 90s <ul style="list-style-type: none"> <li>• globalization/NAFTA</li> <li>• adaptive strategies</li> <li>• integration of functions</li> </ul>	Case: Russki Adventures (handout)	Chapter 9 Mexico — A New Economic Era? (handout)
6	Business Plan — structure, use, importance	Case: Speedy Lube p. 478	Business Planning Kit (handout) Chapters 6, 7
7	Organizing, Developing and Protecting the Business <ul style="list-style-type: none"> <li>• basic record keeping, administration</li> <li>• copyrights, intellectual property</li> <li>• location issues</li> </ul>	Case: #6	Chapter 23, 24 Intellectual property reading (handout)
8	<b>Midterm Review and Exam</b>		
9	Assessing a Business Venture <ul style="list-style-type: none"> <li>• alternative entry strategies</li> </ul>	Case: #14 Everett & Jeanie p. 453	Chapter #4 What's a Business without a Blueprint? (handout)
10	Operating a Business <ul style="list-style-type: none"> <li>• key skill sets</li> <li>• financing sources</li> <li>• companies to develop concept for Business Plans</li> </ul>	Discuss and review examples	Chapter #28, 29 "Entrepreneurial Style" reading (handout)

**COURSE OUTLINE**  
(continued)

Week Lecture or Lab Number	Material Covered	References/Cases	Text/Reading
10	Operating a Business <ul style="list-style-type: none"> <li>• key skill sets</li> <li>• importance</li> <li>• financing sources</li> <li>• companies to develop concept for Business Plans</li> </ul>	Discuss and review examples	Chapter #28, 29 “Entrepreneurial Style” reading (handout)
11	Implementation <ul style="list-style-type: none"> <li>• strategic value</li> <li>• “tools” required</li> <li>• Business Plan concepts reviewed</li> </ul>	Case: Chairman of the Boards (handout)	Chapter #10 “Conflict Resolution” readings (handout)
12	Principles of Controlling <ul style="list-style-type: none"> <li>• basic techniques</li> <li>• current developments</li> <li>• projections/budgets</li> </ul>	Case Study: Olga and Lucille Case #5 p. 442	Chapter #25, 27
13	Final Presentations — Business Plans <ul style="list-style-type: none"> <li>• review concepts to date</li> </ul>		
14	Final Presentations — Business Plans		
15	<b>Final Review and Exam</b>		

NOTE: Changes may be made to this outline as required.