



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Entrepreneurship, Professional Sales, Tourism

Course Number: MKTG 3306

Course Name: Business Planning Principles

Start Date:		September 4, 2002		End Date:		December 13, 2002	
Total Hours: 60	Total Weeks:	15		Term/Level: 3	Course Credits:	4	
Hours/Week: 4	Lecture: 2		Lab: 2	Shop:	Seminar:		Other:
Prerequisites:				Course Number: MKTG 3306 is a Prerequisite for:			
Course No. MKTG 1102	Course Name: Essentials of Marketing			Course No. MKTG 4407	Course Name: Venture Development and Growth		

■ Course Description (required)

Teaches the practical skills required to successfully launch a new venture with emphasis on how to assess new business opportunities and ventures, compose a business plan and obtain the necessary financing skills that an entrepreneur or an employee in a high growth company requires.

■ Detailed Course Description (optional)

■ Evaluation

Final Examination	25	Comments:	
Midterm Test	20		
Key Success Factors Report	10	Other: Business Plan Outline	Pass/Fail
Business Plan Report Project	35	Key Success Factors Outline	Pass/Fail
Lab Presentations / Assignments	10		

TOTAL 100%

Failure to achieve 50% or more on the combination of the midterm and final exams will result in a 0% being assigned for all other projects, assignments, and participation/attendance marks, resulting in a failing grade for this course.

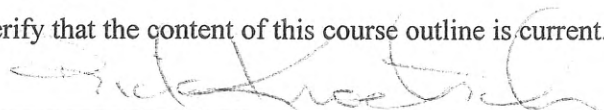
■ Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Describe the major characteristics that underlie business success and failure
- 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
- 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
- Select the most realistic form(s) of financing for a small business
- Describe the fundamentals of franchising and buying a business as a means of initiating venture activity

■ Verification

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



Authoring Instructor

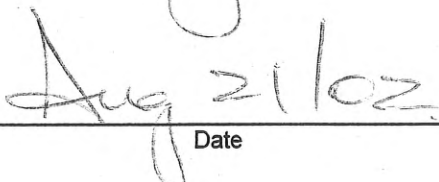


Date

I verify that this course outline has been reviewed.

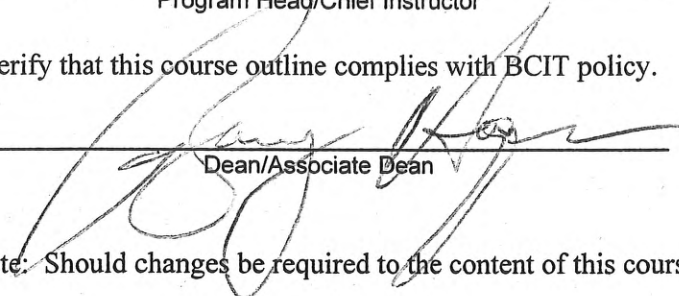


Program Head/Chief Instructor

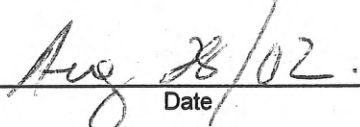


Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

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: (604) 451-6766
Office Hrs.: As posted weekly outside office E-mail Address: Rick_Kroetsch@bcit.ca

Cindy McPherson Office Location: SE6 306 Office Phone: (604) 451-6771
Office Hrs.: As posted outside office E-mail Address: Cindy_McPherson@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. To access, go to the BCIT Web Site, School of Business - Faculty. Follow the links from there.

Business Plan Project

The term project will be a business plan for a new venture that groups of 3-4 students will develop. The business plan must be submitted in a format that would be offered to an external funding source or joint venture partner.

Key Success Factors of a Lower Mainland Business

Students will work in groups to identify and analyze the ingredients of success for a business in the Lower Mainland.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
Wk. 1 Sept 3 – 6	Introduction Course Overview		No assigned cases this week	
Wk.2 Sept 9 – 13	Opportunity Analysis Discovering and defining entrepreneurial opportunities		Will be available on website	
Wk.3 Sept 16 – 20	Market Executive Summary		Will be available on website	
Wk. 4 Sept 23 – 27	Money Management Moment		Will be available on website	Key Success Factors Outline due in Lab
Wk. 5 Sept 30 – 4	Business Plan Business of Company, Product/Service, Market Section 1.0 Business of the Company Section 2.0 Product/Service Description		Will be available on website	Business Plan Outline due in Lab
Wk. 6 Oct 7 – 11	Business Plan Competition, Marketing Strategy Section 3.0 Market for the Product/Service Section 4.0 Competition		Will be available on website	
Wk. 7 Oct 14 – 18	Business Plan Operation Strategy, Management, Structure Section 5.0 Marketing Strategy		Will be available on website	
Wk. 8 Oct 21 – 25	MID TERM EXAM		Cancelled – Work on Group Project	
Wk. 9 Oct 28 – Nov 1	Business Plan Financial Strategy Pro Forma Statements Key Risks Section 6.0 Management Team Section 7.0 Operations Strategy		Will be available on website	Key Success Factors Assignment due in Lab
Wk. 10 Nov 4 – 8	Financing Sources Section 8.0 Structure of the Venture Section 9.0 Financial Strategy		Will be available on website	
Wk. 11 Nov 11 – 15	Financing Sources Continued Section 10.0 Key Risks		Will be available on website	
Wk. 12 Nov 18 – 22	Franchising Exhibits Section		Will be available on website	
Wk 13 Nov 25 – 29	Buying a Business		Will be available on website	Business Plan Term Project Due in Lab – no extensions
Wk. 14 Dec 2 – 6	Executing your Plan		Will be available on website	
Wk. 15 Dec 19– 13	FINAL EXAM WEEK		No labs this week	