



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Entrepreneurship

MKTG 3345
Self Employment Skills**Start Date:** September 3, 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 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 (required)

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

Three distinct modules will be covered within the course:

Module 1 - a nuts and bolts module to give student the practical basics of starting their own venture - incorporation, tax, insurance, location, collections, etc

Module 2- a prospecting/relationship building module to show specific techniques involved in marketing services as a one-person service business (statistically the vast majority new business start ups fall in this category).

Module 3 - a consulting project - students will act as consultants providing advice regarding market research, marketing strategy, business plan composition, and financial projections for actual entrepreneurs.

■ Detailed Course Description (optional)**■ Evaluation**

Final Examination	35
Midterm Examination	25
Consulting Project	30
Participation	10
TOTAL	100%

Comments:

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.

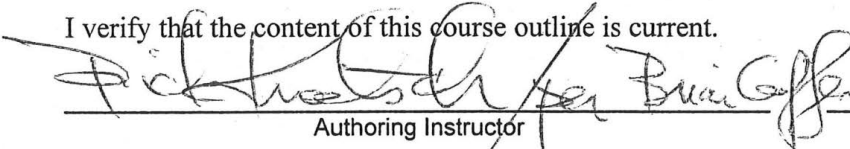
■ **Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

- * 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.

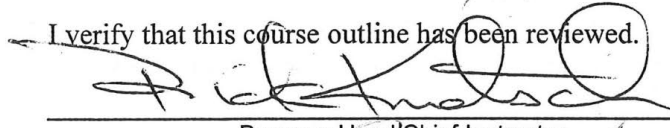


Authoring Instructor



Date

I verify that this course outline has been reviewed.

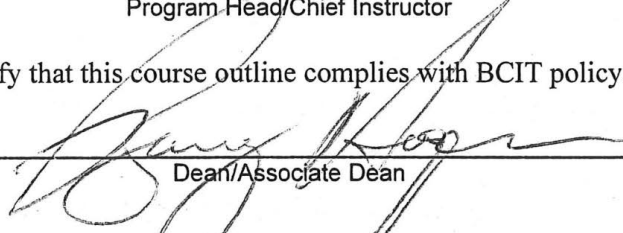


Program Head/Chief Instructor



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)

Brian Giffen

Office Location: Room 308, SE 6
Office Hrs.: as posted

Office Phone: 604-456-8079
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

(Information below can be adapted and supplemented as necessary.)

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

See handout on this topic.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
1 Sept 2-6	-course overview	-see course website	-visit course website	NA
2 Sept 9- 13	THRESHOLD ISSUES IN PURSUING SELF EMPLOYMENT 1. IS SELF EMPLOYMENT FOR ME? 2. AM I THE ENTREPRENEURIAL TYPE? 3. WHAT TYPE OF BUSINESS?	-see course website	-consulting project assigned and explained	NA
3 Sept 16- 20	THRESHOLD ISSUES (cont'd) 4. IS MY BUSINESS IDEA WORTH PURSUING? 5. AM I COMMITTED ENOUGH? 6. WHAT STRATEGY SHOULD I USE TO LAUNCH?	-see course website	-feasibility research techniques exercise (done in lab this week)	-feasibility research techniques exercise due in lab this week
4 Sept 23-27	THRESHOLD ISSUES (cont'd) 7. MAKING THE GO/NO GO DECISION	-see course website	-"quantifying expectations" case study (done in lab this week)	signed Engagement Letter due in lab this week
5 Sept 30 - Oct 4	START UP NUTS AND BOLTS - THE BOILERPLATE 1. FORM OF ORGANIZATION 2. RED TAPE 3. SAFETY NET	-see course website	-incorporation exercise (done in lab this week)	-incorporation exercise due in lab this week
6 Oct 7 - 11	MID TERM EXAM	-see course website	Work on Consulting Project	NA
7 Oct 14-18	START UP NUTS AND BOLTS - CREATING KEY RELATIONSHIPS 1. PARTNERS 2. EMPLOYEES	-see course website	Work on Consulting Project	NA
8 Oct 21-24	START UP NUTS AND BOLTS - CREATING KEY RELATIONSHIPS (CONT'D) 3. SUBCONTRACTORS & ASSOCIATES 4. PROFESSIONAL ADVISORS 5. MENTORS	-see course website		Progress Report on Consulting Projects Due

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
9 Oct 28 -31	START UP NUTS AND BOLTS - TAX ISSUES (guest speaker)	-see course website	case study on tax related topics	TBA
10 Nov 4 -8	FINANCING FOR SELF EMPLOYMENT START UPS A. BOOTSTRAPPING B. COLLECTIONS C. CREDIT CARDS/ LOCs D. SPECIAL LOAN PROGRAMS	-see course website	work on consulting project	TBA
11 Nov 11-15	THE START UP PROCESS- PROSPECTING FOR CLIENTS 1. IMPORTANCE OF MARKETING IN SELF EMPLOYMENT 2. REALITIES OF SELF EMPLOYMENT START UPS 3. WHAT ARE YOU SELLING? 4. IDENTIFYING PROSPECTS 5 APPROACHING THE PROSPECT	-see course website	Corporate Comedy video case study	Corporate Comedy hand in due by end of lab
12 Nov 18-22	THE START UP PROCESS- PROSPECTING FOR CLIENTS (CONT'D) 6. NEGOTIATING AND CLOSING THE PROSPECT	-see course website	case study on closing	TBA
13 Nov 25-29	THE START UP PROCESS- MANAGING RELATIONSHIPS WITH CLIENTS 1.COMMUNICATION 2. GETTING GOOD WORD OF MOUTH FROM A GOOD JOB	-see course website	case study on referral generation	Project Memo Due in Lab / Client Evaluation Form Must Be Received By Instructor By Start of Lab
14 Dec 2-6	REVIEW	-see course website	TBA	TBA
15 Dec 9- 13	EXAM WEEK		consulting project will be available for pick up at final exam	exam date TBA

