

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option: Entrepreneurship

Course Outline for: MKTG 3345

Self Employment Skills

Date: September 2001

| | | | | | |
|--------------------|---|---------------------|----|--------------------|---|
| Hours/Week: | 4 | Total Hours: | 56 | Term/Level: | 3 |
| Lecture: | 2 | Total Weeks: | 14 | Credits: | |
| Lab: | 2 | | | | |
| Other: | | | | | |

Instructor **Brian Giffen**

Office No: SE6 308

Phone: 451 - 6766

E-mail: bgiffen@bcit.ca

Fax:

Office Hours as posted outside of office door

Prerequisites Successful completion of the first year Marketing Program or equivalent.

Course Description and Goals

This course introduces Entrepreneurship students to the realities of self-employment, for future use in career paths including contract work, multiple 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 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 2 - a nuts and bolts module to give student the practical basics of starting their own venture - incorporation, tax, insurance, location, collections, etc.

Module 3 - Venture Clinic - students will work with alumni of the BCIT Venture Development Centre, acting as consultants providing advice regarding: market research, marketing strategy, business plan composition, and financial projections. This exchange will allow students to develop and hone basic consulting skills while also being exposed to the real life issues facing actual entrepreneurs from the nationally renown Venture Program

Text(s) and Equipment

Required: 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

Evaluation

| | | |
|-------------------|------------|----------|
| Final Examination | 35 | % |
| Midterm Test | 25 | % |
| Client Evaluation | 10 | % |
| Engagement Letter | 10 | % |
| Group Memo | 20 | % |
| TOTAL | 100 | % |

Course Learning Outcomes

At the end of this course, 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

Course Notes (Policies and Procedures)

- **Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. 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.
- **Course Outline Changes:** The material specified in this course outline may be changed by the Instructor. If changes are required, they will be announced in class.
- **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.
- **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 (i.e. an average is given according to your performance throughout the course).
- **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.
- **Labs:** Lab attendance is mandatory. Lab exercises are due at the end of the lab period.

Examination Policy: To receive credit for **ANY** marks for this course, students must receive an aggregate grade of 50% or greater from their combined score on the mid-term and final examinations.

Assignment Details

Assignments and Project details and information are available on the instructor's web page. To access, go to www.faculty.org and follow the links.

Consulting Project

This assignment will test the learner's ability to define and complete a real life consulting project for a client.

The client will have a specific problem that requires your assistance to be resolved. The problem will likely be marketing or market research oriented

The assignment has three parts

Part 1 Engagement Letter - this is a letter composed by the group and signed by the client, defining the work to be done during the project.

Part 2 Sponsor Evaluation - this is a form filled out by the client at the end of the project, evaluating the work done by the group

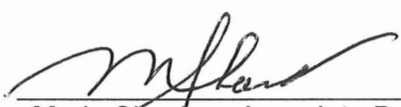
Part 3 Group Memo to the instructor describing the group's perception of its performance

More details will be provided in lab.

Mid Term and Final Examinations

The examinations will stress the student's ability to apply the concepts and tactics studied in lecture and lab to real life business situations

Course Record

| | | | |
|---------------|--|-------------|-----------------------|
| Developed by: | <u>Brian Giffen, Marketing Management</u> (signature) | Date: | <u>June 2001</u> |
| Revised by: | <u>Instructor Name and Department</u> (signature) | Date: | <u>June 2001</u> |
| Approved by: |  <u>Morie Shacker, Associate Dean</u> (signature) | Start Date: | <u>September 2001</u> |



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Schedule for: **MKTG 3345 Self Employment Skills**

*** This schedule is subject to change at the discretion of the Instructor.**

| Week | Date | LECTURE | Labs |
|--------|--------------|--|--|
| Week 1 | Sept 3 – 7 | INTRODUCTION | no labs |
| Week 2 | Sept 10 – 14 | <p>WHAT IS SELF EMPLOYMENT?</p> <p>SELF EMPLOYMENT IN BC</p> <p>THRESHOLD ISSUES IN PURSUING SELF EMPLOYMENT</p> <ol style="list-style-type: none"> 1. IS SELF EMPLOYMENT FOR ME? 2. AM I THE ENTREPRENEURIAL TYPE? 3. WHAT TYPE OF BUSINESS? 4. IS MY BUSINESS IDEA WORTH PURSUING? 5. AM I COMMITTED ENOUGH? 6. WHAT STRATEGY SHOULD I USE TO LAUNCH? | Briefing on Clinical Assignment |
| Week 3 | Sept 17 – 21 | <p>THE START UP PROCESS - PROSPECTING FOR CLIENTS</p> <ol style="list-style-type: none"> 1. IMPORTANCE OF MARKETING IN SELF EMPLOYMENT 2. REALITIES OF SERVICE START UP 3. WHAT ARE YOU SELLING? 4. IDENTIFYING PROSPECTS | Work on Clinical Assignment, Proposal to Prospect |
| Week 4 | Sept 24 – 28 | <p>THE START UP PROCESS- PROSPECTING FOR CLIENTS (CONT'D)</p> <ol style="list-style-type: none"> 5. APPROACHING THE PROSPECT | <p>Work on Clinical Assignment, Proposal to Prospect</p> <p>Completed Engagement Letter handed in during lecture</p> |

| | | | |
|--------|----------------|--|--|
| Week 5 | Oct 1 – 5 | THE START UP PROCESS- PROSPECTING FOR CLIENTS (CONT'D) 6. CREATING & PRESENTING PROPOSALS 7. ORGANIZING PROSPECTS | Work on Clinical Assignment, Client Project |
| Week 6 | Oct 8 – 12 | THE START UP PROCESS- MANAGING RELATIONSHIPS WITH CLIENTS 1. COMMUNICATION 2. GETTING GOOD WORD OF MOUTH FROM A GOOD JOB 3. GETTING PAID | Work on Clinical Assignment, Client Project |
| Week 7 | Oct 15 – 19 | MID TERM EXAM | Work on Clinical Assignment, Client Project |
| Week 8 | Oct 22 – 26 | START UP NUTS AND BOLTS - THE BOILERPLATE A. FORM OF ORGANIZATION B. GOVERNMENT REGISTRATIONS AND REGULATIONS C. NAMES http://www.sb.gov.bc.ca/smallbus/pdf/rguide.pdf | Work on Clinical Assignment, Client Project |
| Week 9 | Oct 29 – Nov 2 | START UP NUTS AND BOLTS - KEY PEOPLE RELATIONSHIPS A. PARTNERS B. EMPLOYEES C. SUBCONTRACTORS & ASSOCIATES D. PROFESSIONAL ADVISORS E. MENTORS | Work on Clinical Assignment, Client Project |

| | | | |
|---------|-------------|--|--|
| Week 10 | Nov. 5 - 9 | START UP NUTS AND BOLTS - KEY PEOPLE RELATIONSHIPS (cont'd) | Work on Clinical Assignment, Client Project |
| Week 11 | Nov 12 - 16 | START UP NUTS AND BOLTS KEY PEOPLE RELATIONSHIPS (CONT'D) | Work on Clinical Assignment, Client Project |
| Week 12 | Nov 19 - 23 | START UP NUTS AND BOLTS TAX AND INSURANCE A. TAX ISSUES | Work on Clinical Assignment, Client Project |
| Week 13 | Nov 26 - 30 | START UP NUTS AND BOLTS TAX AND INSURANCE (CONT'D) B. INSURANCE ISSUES START UP NUTS AND BOLTS OBTAINING FINANCING FOR SELF EMPLOYMENT SITUATIONS A. BOOTSTRAPPING B. CREDIT CARDS C. SPECIAL LOAN PROGRAMS | Clinical Assignment Due |
| Week 14 | Dec 3 -7 | Catch Up / Review | Review |
| Week 15 | Dec 10 - 14 | Exam Week | No Lab |