



## Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Entrepreneurship

**Course Number: MKTG 4407****Course Name: Venture Development and Growth****Start Date:** January 2, 2007**End Date:** March 9, 2007

**Total Hours:** 40      **Total Weeks:** 10  
**Hours/Week:** 4      **Lecture:** 2      **Lab:** 2

**Term/Level:** 4      **Course Credits:** 2.5  
**Shop:**      **Seminar:**      **Other:**

**Prerequisites:**

**Course No.**      **Course Name:** Business Planning  
 MKTG 3306      Principles

**Course Number: MKTG 4407 is a Prerequisite for:**

**Course No.**      **Course Name:** Entrepreneurial Skills  
 MKTG 4408      Practicum

**Course Description (required)**

This course focuses on the practical skills used in the growth company environment by the manager or entrepreneur. This fast-paced stage involves identifying the strategic options facing a growth business and providing practical real-world solutions. Topics will include all aspects of managing, marketing, operating and administering the venture during this critical stage.

**Detailed Course Description (optional)**

Marketing 3306 emphasized the start-up stage of small business development and placed emphasis on three key areas involved in this phase – assessing business opportunities, composing a business plan and securing the necessary resources for growth. Growing a business involves learning all aspects of managing, marketing, operating, and administering the venture. A wide range of challenges faces the entrepreneur at this stage of the business. This course will provide an overview of the skills required in working within these companies. These will include identifying growth problems as well as offering practical solutions for implementation.

**Evaluation**

Midterm Exam	20%	<b>Comments: "Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual assignments/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course."</b>
Lab/Lecture Presentations / Assignments	25%	
Growth Plan Report Project	20%	
Growth Plan Presentation	15%	
Final Exam	20%	
<b>TOTAL</b>	<b>100%</b>	

Other:

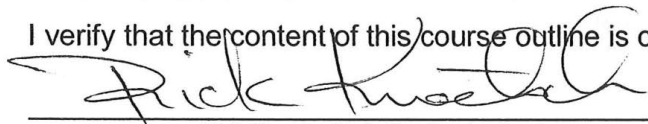
**Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

- Explain the role and need for growth in an organization
- Discuss growth problems and critical success factors for a firm
- Identify the strategic options facing a growing business.
- Discuss the options for implementing strategy in a growing business.
- Prepare a report describing and assessing these growth options for a locally-based company.
- Develop operations strategies including productivity, efficiency, and profitability
- Explain financing sources appropriate and accessible to a growth company and apply basic financing techniques.
- Identify strategic partners appropriate and accessible to a growth company and understand basic pros and cons of types of partners.
- Discuss human resource factors for implementing including leadership, work measurement, motivation, and corporate structure
- Understand the challenges faced by a family-owned growth company and practical steps that can be taken to ease tensions and plan succession within this unique environment.
- Explain and apply exit strategies once growth objectives have been achieved

**Verification**

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

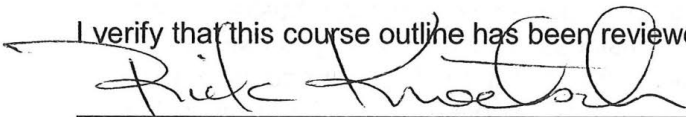


Rick Kroetsch, Authoring Instructor

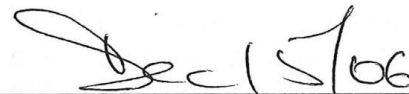
December 15, 2006

Date

I verify that this course outline has been reviewed.

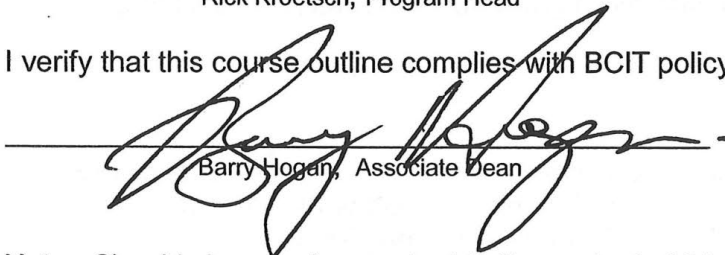


Rick Kroetsch, Program Head



Date

I verify that this course outline complies with BCIT policy.



Barry Hogan, 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:  
Office Hrs.: As posted weekly outside office E-mail Address: Rick\_Kroetsch@bcit.ca

Office Location:  
Office Hrs.:

Office Phone:  
E-mail Address:

## 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:*

N/A

## 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, Project details, and weekly lab information is available on the Course Web Page. Password information will be given to you. Further information will be given out in lecture and labs. Check the website weekly for updates.

### Schedule

Week off/ Number	Outcome/Material Covered	Reference/ Reading for Lecture	Lab Assignment	Due Date
Wk. 1 Jan 2 – 5	Introduction Course Overview The Entrepreneur and Growth The Need for Growth Strategic Planning The Growth Wall	Need for Growth – company TBA	Will be given out in lab	
Wk.2 Jan 8 – 12	Critical Mass General Strategy Options Organization and Efficiency How and Where to Grow	Growth Strategy Decisions – company TBA	Lab cases – growth Strategy	
Wk.3 Jan 15 – 19	Critical Success Factors Critical Thinking Understanding Requirements for Growth Methods of Implementing	Strategic Planning Implications – company TBA	Lab cases – operational steps necessary to implement growth - company TBA	
Wk. 4 Jan 22 – 26	Market Intelligence Marketing for Growth	Market Intelligence – company TBA	Research on local firms – tying lecture material to growth for presentation next week	
Wk. 5 Jan 29 - Feb 2	<b>MID TERM EXAM</b>		Presentations of Week 4 companies	
Wk. 6 Feb 5 – 9	Developing a Growth Strategy Improving Internal Operations	Internal Operations – company TBA	Lab Cases – random presentations	
Wk. 7 Feb 12 – 16	Managing Human Resources Leadership Style Productivity	Leadership and Productivity – company TBA	Local companies – applying realistic growth strategies	
Wk. 8 Feb 19 – 23	The Family Business Succession Plans	Family Business - company TBA	Family Firm research and presentations	
Wk. 9 Feb 26 – Mar 2	Intrapreneurship Exit Strategy Tips	Exit Strategy - company TBA	Group Presentations for Course Project	<b>Term Project Due in Lab</b>
Wk. 10 Mar 5 – 9	<b>FINAL EXAM WEEK</b>			