



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Entrepreneurship

**MKTG 4437****Current Issues in Entrepreneurship****Start Date:** March 20, 2006**End Date:** May 26, 2006**Total Hours:** 30 **Total Weeks:** 10**Term/Level:** 4 **Course Credits:** 2**Hours/Week:** 3 **Lecture:** 2 **Lab:** 1**Shop:** **Seminar:** **Other:****Prerequisites** MKTG 3306**Course Number is a Prerequisite for:****Course No.** **Course Name****Course No.** **Course Name****v Course Description**

This course will provide the students with an in-depth understanding of current issues and opportunities relevant to entrepreneurship. It will examine how the entrepreneur identifies and takes advantage of opportunities and deals with challenges facing them in the contemporary marketplace. The subject matter will vary depending on current factors being faced by entrepreneurial organizations. The entrepreneurial approach will keep the student abreast of challenges and prepared with solutions to successfully implement a strategy in an ever-changing market.

**v Evaluation**

Interview Simulation	20%
Midterm Examination	25%
Final Examination	30%
Lab / Lecture Presentations	25%
<b>TOTAL</b>	<b>100%</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.*

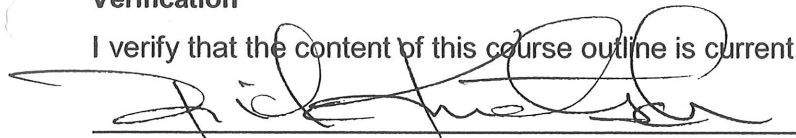
**v Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

- Identify contemporary issues in entrepreneurship
- Create, implement and apply solutions to challenges in these issue areas
- Identify opportunities in contemporary entrepreneurship trends
- Understand the processes and steps involved in successful job interviews
- Create a current cover letter and resume for employment
- Create and implement strategies to take advantage of these opportunities
- Understand current financing issues in entrepreneurship
- Describe how to tune up an existing growing business
- Understanding business cycles and how to adapt
- Identify how to streamline a business

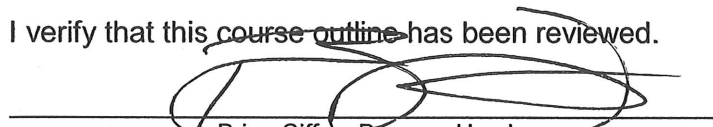
### Verification

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

  
Rick Kroetsch, Authoring Instructor

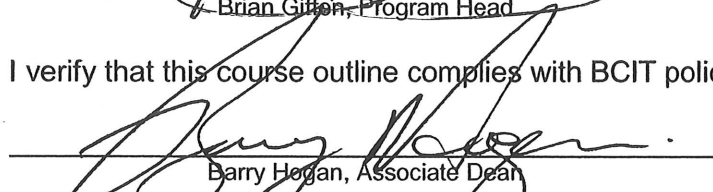
  
Date

I verify that this ~~course outline~~ has been reviewed.

  
Brian Giffon, 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: Room 308

Office Hrs.: As posted

Office Phone:

E-mail

Rick\_Kroetsch@bcit.ca

Address:

### Learning Resources

**Required:** Students must visit the course website at least once a week to obtain readings

### 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 in 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.

Week	Date	Material to Be Covered	Lab Session
1	March 21	Troubled Companies - Turnarounds	Case: Seven signs your business is sinking
2	March 28	Job Interviews and Employment	Cover Letter Assignment - see website
3	April 4	Privatization Outsourcing	Resume Assignment - see website
4	April 11	Job Interview Simulation	Job Interview Simulation
5	April 18	<b>Midterm Exam</b>	No Labs
6	April 25	Student Lecture Presentations - Topics TBA	Business Ethics Presentations
7	May 2	How Stock Markets Work	Stock Presentations
8	May 9	How to do a Financial Analysis of Companies Understanding Business Cycles	Cases on website
9	May 16	Business Tune Ups Streamlining your Business	Cases on website
10	May 22 - 26	<b>FINAL EXAM</b>	No Labs