



# Business Administration

Course Number:	<b>BUAD 298</b>
Course Title:	<b>SMALL BUSINESS MANAGEMENT</b>
Credits:	3
Calendar Description:	The case study method will be used in this course. Students will be instructed in the use of rational problem solving and decision making in marketing, HR management, purchasing and inventory management, financial control, and areas facing the small business manager. Computers will be used to analyze cases using simulations, business planning and other common business software. <i>(also offered by Distance Education)</i>
Semester and Year:	<b>Winter 2015</b>
Prerequisite(s):	BUAD 111 or 131, 116, 123, 128, 195
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	4
Graduation Requirement:	BBA, Management Specialty – Required Diploma, Management and Marketing Options - Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	1993
EDCO Approval:	September 2004
Chair's Approval:	

**Professors**

Name	Phone number	Office	Email
Sheilagh Seaton	762-5445 #3212	Penticton/SA: PC230	<a href="mailto:sseaton@okanagan.bc.ca">sseaton@okanagan.bc.ca</a>

**Learning Outcomes**

Upon completion of this course students will be able to:

- Apply critical thinking and analytical skills that are required to run a small business.
- Explain the interactions of small business functions such as decisions in marketing, finance, operations and human resources management.
- Identify problems and opportunities in the context of small business management and operations.
- Construct rational business decisions by effectively examining options and minimizing risks.
- Integrate the use of information tools for monitoring and reporting in a small business setting.
- Evaluate the sales, operational and managerial requirements of a small business.
- Apply the knowledge and skills necessary for the financial management of a small business.
- Investigate the challenges faced by growing and expansion-oriented firms.
- Investigate problems facing family-owned and operated businesses.
- Discuss the importance of succession planning.

**Course Objectives**

This course will cover the following content including:

- Aspects of different types of small business management and ownership.
- The necessity of an effective business plan and what needs to be included in such a plan.
- The need to consider various pricing strategies in the marketing of products and services.
- The challenges and rewards of branching out into a global market.
- Location, selection and set up of the physical space.
- Business management and control systems.
- Financial systems including necessary checks and balances.
- Exit and harvesting strategies for small businesses.

**Evaluation Procedure**

Business Book Review	10%
Case Analysis	20%
Lab Assignments/Participation	20%
Mid-term Exam	20%
Final Exam	30%
Total	100%

**Notes****Mid-Term & Final Exams**

The midterm and final exam will include case analysis and concepts discussed in class and drawn from the assigned readings. The final exam is cumulative.

**Assignment and Class Policy**

- All assignments must be handed in on or before the specified due date and time.
- Penalty for late assignments will be 10% per calendar day.
- Documents will be randomly requested in electronic and printed formats, and scanned for plagiarism.
- Refer to College Policies in the calendar regarding student discipline.

**Lab Assignments**

As part of your evaluation there will be lab assignments. This will constitute 20% of your overall mark. Lab classes will also be used to complete casework and for additional time to complete class work.

**Optional Texts/Resources**

Small Business Management: Launching and Growing New Ventures, 5th Edition © 2013  
Justin Longenecker, Leo B. Donlevy, Terri Champion, Carlos W. Moore, J. William Petty, Leslie E. Palich ISBN-10: 0176503900 ISBN-13: 9780176503901

Additional assigned readings and case studies will be made available through the Moodle course website

## Course Schedule

Date		Topics & Readings	Lab Classes
Dates:		Mon. Jan 5 Classes begin Family Day Feb 9 & Feb 10 to 13 Reading Break – no classes Good Fri. Apr 3 & Easter Mon. Apr 6 – no classes Tues. Apr 14 Last day of regularly scheduled classes	
Jan	7/9	Entrepreneurship & Small Business in BC <i>Reading: BC Small Business Profile 2014</i>	No lab
	14/16	Need for Competitive Advantage <i>Reading: The Most Common Strategy Mistakes</i> <i>Case #1 Reading - Marketing</i>	Case Method Discussion
	21/23	<i>Case Methodology Introduction and Practice</i> <i>Case #1 Analysis</i>	Case #1 Research
	28/30	Franchising and Buyouts <i>Reading: Proposed B.C. franchise law is pro-business, not anti-business</i> <i>Case #1 Presentations</i>	Lab #1 Market Analysis
Feb	4/6	Small Business Market Research & Forecasting <i>Case #2 Reading - Operations</i> <i>Book Review Selection</i>	Lab #1 Due
	9 - 13	READING BREAK ( <i>Feb 9 to 13 – no classes</i> )	
	18/20	Product, Distribution, Promotional and Pricing Strategies Global Marketing <i>Reading: Canada's 10 most remarkable small businesses</i>	Case #2 Research
	25/27	Small Firm Management: <i>Tentative Guest Speaker</i> <i>Case #2 Presentations</i>	Lab #2 Operations Analysis
Mar	4/6	Exam Review Mid-term Exam	Lab #2 Due
	11/13	Form of Organization and Legal Issues Selecting a Location and Planning the Facilities <i>Case #3 Reading - Finance</i>	Case #3 Research
	18/20	Managing Growing Firms and Exit Strategies Operations Management and Control Systems <i>Reading: Business exit strategies</i>	Lab #3 Financial Analysis
	25/27	Evaluating and Managing Financial Performance Financial Requirements, Pro Forma, Sources of Financing <i>Case #3 Presentations</i>	Lab #3 Due
Apr	1	Book Review Presentations	
	7/9	Book Review Presentations Exam Review	
Apr	17 - 25	Final Exam Period	

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.