

Business Administration

Course Number:	BUAD 298
Course Title:	SMALL BUSINESS MANAGEMENT
Credits:	3
Calendar Description:	This course introduces students to rational problem solving and decision-making process that will be applied to typical marketing, management and financial concerns that small business managers need to address. Other topics that will be explored include growing a business, franchising, family businesses, succession planning, and exit strategies (<i>also offered by Distance Education</i>).
Semester and Year:	WINTER 2022
Prerequisite(s):	BUAD 116, 123, 128, 195
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Management Specialty Required Diploma, Management and Marketing Options - Elective
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	No
Originally Developed:	1993
EDCO Approval:	May 2016



Professors

Name	Phone number	Office	Email
Pam Nelson <i>Course Captain</i>		Virtual office	pnelson@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to:

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.

Evaluation Procedure

Book Report	10%
Online Quizzes (5 X 4% per quiz)	20%
Case Analysis (3 X 10% per assignment)	30%
Final Exam	40%
Total	100%

Notes**Final Exams**

The final exam will include case analysis and concepts discussed in class. The final exam is cumulative. Students must have an average passing grade of 50% or greater for the exam portion of the grade in order to pass the course.

Book Report Assignment 10%

Students will select a business-related (non-fiction) book to read that they feel is *highly relevant to small business*. They will research the topic and prepare a report with the findings of the investigation in terms of how the book or topic is relevant to the success of small business.

Case Analysis 30%

Students will use a guided approach to prepare written analysis of assigned cases based on the methodology presented. Students who participate effectively in the online discussion forum can earn a potential 2% per assignment in bonus marks.

Online Quizzes 10%

Course Schedule *(subject to change)*

Date		Class Topics and Assignments	Readings
2022 Week of:		Wednesday, January 5 - Classes Start Monday, February 21 - Statutory Holiday (no classes) Tuesday, February 22 - Friday, February 25 Mid-semester study break (no classes) Friday, April 8 - Last Day of Regular Classes Friday, April 15 - Monday, April 18 - Statutory Holidays	
Jan	6	<i>JAN 6 - Course Structure & Introduction</i>	
	10	Small Business in BC Overview Quiz 1 Small Business Overview due Jan. 15th	<i>Reading #1: BC Small Business Profile 2019 (pages 1-21 -Executive Summary & Small Business Growth)</i>
	17	Competitive Advantage Review The impact of COVID19 on Small Business Competitive Advantage	<i>Reading #2 Business Opportunities During the New Normal</i> <i>Reading #3</i>
	24	Environmental Scanning Tools and Techniques for Small Business Case Analysis Practice	<i>Reading #4 Case:</i>
	31	Marketing in Small Business Completing the Case Analysis**	<i>Strategy (refresher for Small Business)</i>
	7	Marketing and Case Analysis continued Quiz 2 - Marketing due Feb 12TH. Assignment 1 Case Report Part 1 Feb. 12th	
	14	HR in Small Business Managing the workforce during COVID19	<i>Reading #6 Drafting your HR Policy</i> <i>Reading #7: BC Small Business Profile 2020 (pages 22-35 Small Business Employment and Self-Employed)</i>
	21	STAT & STUDY BREAK NO CLASSES	
	28	Operations in Small Business Quiz 3 HR & Operations due Mar 5th	<i>Reading #8 Overview of WTO report examining impact of COVID19 on MSMEs</i> <i>Reading #9 Financial Performance Numbers</i>
Mar	7	Evaluating Financial Performance Assignment 2 - Case Report Part 2 Mar 12th	<i>Reading #10 Forced Vacation Prevents Employee Theft</i> <i>Reading #11 Is Your Family Business Prepared for Succession</i>
	14	Family Business Small Business Succession Planning and Exit Strategies	<i>Reading #12 worth?</i> <i>Reading #13 An Introduction to Co-ops</i>
	21	Small Business Structure How to Grow by Going Global Quiz 4 Family Business & Exit Strategies due Mar. 26th	<i>Reading #14: BC Small Business Profile 2019 (Pages 43-47 Small Business Exporters)</i>

