



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE – WINTER 2006

BA 1040 3 (3-0-0) Small Business Management

Instructor	Emily Fraser	Phone	539-2947 (Office) 513-3899 (Home)
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Office Hours	Monday – Thursday 10:00 – 11:00 am or by appointment		

Prerequisite(s)/corequisite(s):

None.

Required Text/Resource Materials:

Skinner, J., *Business Plan to Business Reality*, Pearson Prentice-Hall, Toronto, Ontario, 2003.

Description:

As well as examining the formulation of business plans, this course examines the function of management concerned with organization, staffing, directing, and controlling. Objectives for effective management, such as profit, service, personnel, and operation are examined. Case analysis is used to integrate course material.

Credit/Contact Hours:

This is a 3 credit course with 3 lecture hours per week.

Delivery Modes:

For each topic listed I will assign relevant textbook readings and cases for discussion. There will be additional material presented in the classroom lecture and in videos. On occasion, we will host guest speakers who have graciously agreed to share their "real world" experience. It is expected that students will be welcoming and attentive to all guest speakers.

Each student will be expected to identify a business opportunity and prepare the business plan for this venture. This comprehensive plan will be developed in pieces over the course of the term as each individual element is discussed in class.

Regular classroom attendance is expected. Please do not be late. You should study assigned readings before class and be prepared to discuss the material and apply your understanding by completing the case study with your group.

Objectives:

This course will focus on self-employment issues, the various methods of achieving business ownership and the business plan. The goal of this course is to give students an understanding of the considerations involved in deciding to enter independent business and the steps involved in starting or buying a business venture. At the same time, students will be given an opportunity to develop their skills in problem-solving, decision-making and planning.

Upon completion of this course the student will be able to:

- Discuss personality characteristics of successful entrepreneurs.
- Assess his/her own potential as an entrepreneur.
- Discuss the advantages and disadvantages of buying an existing firm.
- Discuss the advantages and disadvantages of buying a franchise.
- Identify techniques for evaluating a business.
- Identify the marketing considerations for new or existing businesses.
- Identify sources of financing and explain the applicability of sources of small business assistance.
- Demonstrate the ability to prepare a Business Plan.

Transferability:

A.U., U of L, Thompson Rivers' University, Royal Roads University, Lakeland College and Okanagan College will accept this course as part of the 2 + 2 block transfer. Students are strongly advised to check with the receiving institution for more details and to ensure transferability.

Grading Criteria:

Participation	5%
Entrepreneur Profile	10%
Group Case Assignments	15%
Major Test #1	15%
Major Test #2	20%
Business Plan	35%

Grades will be assigned on a Letter Grading System using the following:

Business Administration and Commerce Department**Grading Conversion Chart**

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4	94 – 100	EXCELLENT
A	4	90 – 93	
A⁻	3.7	85 – 89	FIRST CLASS STANDING
B⁺	3.3	80 – 84	
B	3	76 – 79	GOOD
B⁻	2.7	72 – 75	
C⁺	2.3	68 – 71	SATISFACTORY
C	2	64 – 67	
C⁻	1.7	60 – 63	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>	<u>Readings/Assignments</u>
January 3	Introduction to Independent Business	Module 1
January 9	The Business Idea and Forms of Business	Group Case 1
January 16	Market Potential, Location and The Business Plan.	Module 2. Entrepreneur Profile due.
January 23	Competition, Estimating Sales and Insurance	Group Case 2
January 30	Introduction to Marketing Strategy	Module 3. Business Idea and Outline of Plan due.
February 6	Pricing, Advertising and Selling	Group Case 3
February 13	Operations: Layout and Logistics	Module 4
February 27	Managing People	Group Case 4
March 13	Finances: Accounting and Financial Projections	Module 5 and Group Case 5
March 20	The Purchase Alternative: Assessing the Firm	Module 6.
March 27	The Purchase Alternative: Price Determination	Group Case 6
April 3	The Franchise Alternative	Module 7.
April 10	Choosing a Franchise and the Franchise Contract	Business Plan Due.

Assignment, Test and Exam Policies:

1. Students will form groups of three to prepare group case submissions. Assignments and cases will be handed in at the beginning of class on the due date.
2. The Entrepreneur Profile and Business Plan must be completed in order to pass this course. The Business Plan will be developed in stages over the course of the term and reviewed by the instructor. The deadline to submit your business idea and business plan outline is January 30, 2006 and the complete Business Plan is due April 10, 2006. Students are encouraged to use the Business PlanPro software package included with the text.
3. Tests will be written as scheduled. The two major tests will cover the text material as well as information from videos, guest speakers or additional material presented in class. The tests are tentatively scheduled for the second week of February and the third week of March 2006.
4. There is no final examination for this course.

Statement on Plagiarism:

The instructor reserves the right to use electronic plagiarism detection services.