



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE – WINTER 2007

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

Instructor	Gwen Hoyseth	Phone	539-2066
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Office Hours	Mondays & Wednesdays 11:30-1:00 or by appointment		

Prerequisite:

None

Required Text/Resource Materials:

Knowles, R. (2003) Small Business: an Entrepreneur's Plan (Fourth Canadian Edition).
Scarborough ON: Nelson Thomas

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 hours of lecture per week.

Delivery Mode:

The course work includes lectures, class discussions and group work. You should study assigned readings before class and be prepared to discuss the material and apply your understanding in the classroom.

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:

The grading system employed in this course will be:

Class 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 the Letter Grading System.

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Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4	95 – 100	EXCELLENT
A	4	90 – 94	
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>Required Reading</u>
One	Your Great Adventure; Exploring your options	Chapter 1
Two	Spotting Trends and Opportunities/Positioning Yourself as and Entrepreneur	Chapter 2 & 3
Three	Profiling your Target Customer	Chapter 4
Four	Learning from the Competition/Pulling the Plan Together	Chapter 5 & 16
Five	Marketing Strategies and Promotion	Chapter 6
Six	Location	Chapter 7
Seven	Protecting your Business	Chapter 8
	Major Test #1	
Eight	The Power of Numbers	Chapter 9
Nine	Shaking the Money Tree	Chapter 10
Ten	Legal Concerns	Chapter 11
Eleven	Building and Managing a winning team	Chapter 12
Twelve	Buying a Business/Buying a Franchise	Chapter 13 & 14
	Major Test #2	
Thirteen	Business Plan Editing	

Please note that dates are approximate and may be changed by the instructor to meet the needs of the class.

Assignment and Test Policies

- Students will form groups of three to prepare group case submissions. All Assignments and cases will be handed in at the beginning of class on the due date.
- The Entrepreneur Profile and the 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 Plan outline is February 14/15, 2007, and the completed Business Plan is due the last day of classes.
- Tests will be written as scheduled. The two major tests will cover the text material as well as any other information presented in class. The tests are tentatively scheduled for the second week of February and the third week of March, 2007
- There is no final examination in this course.

Statement on Plagiarism:

Plagiarism will not be tolerated. Please ensure you read and understand the College policy on plagiarism as published in the Calendar. If you have any questions as to whether or not you might be violating this policy, please discuss this with your instructor before you submit your assignment. The instructor reserves the right to use electronic plagiarism detection services.