

JAN 16 1997

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

BA 1040 - SMALL BUSINESS MANAGEMENT

Winter 1997

**INSTRUCTOR:** Sharon Bell

**OFFICE:** C 413

**TELEPHONE:** (W) 539-2007  
(H) 568-3127

**TEXT:** Canadian Entrepreneurship and Small Business Management.  
Balderson, D. Wesley. Irwin, Toronto, 1994.

**COURSE DESCRIPTION:** 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.

**COURSE OBJECTIVES:**

1. To explore each student's potential and/or current involvement in small business.
2. To evaluate business opportunities.
3. To understand the components of business plans.
4. To examine venture start-up requirements as well as the management of small businesses.

**GRADING:**

|   |     |
|---|-----|
| Major project selected from the following:  | 40% |
| A. Develop a start-up business plan   |     |
| B. Write a business plan on a current business.                                   |     |
| C. Compare three businesses within one industry.                                  |     |
| D. Write a major paper on one facet of a business plan, comparing many companies. |     |
| Weekly assignments. (Readings, questions, cases)                                  | 40% |
| Attendance, effort and participation  | 20% |

**COURSE SCHEDULE:**

|             |   |
|-------------|---|
| January 6   | Introduction. The Business Plan.  |
| January 13  | Small Business Decision - Personal Evaluation   |
| January 20  | The Product/Service   |
| January 27  | Industry and External Environment   |
| February 3  | Marketing Strategy  |
| February 10 | Management and Personnel  |
| February 17 | No class - College closed for Family Day.<br>Additional class scheduled at the end of the semester. |
| February 24 | No class - College closed for Mid Term break.   |
| March 3     | Financial Management and Financing  |
| March 10    | Operations  |
| March 17    | Timing Schedule. Managing Growth.   |
| March 24    | Buying a Business, Franchising.   |
| March 31    | Current Issues and Opportunities  |
| April 7     | Tax Management  |
| April 14    | Testing Your Plans  |

**ATTENDANCE:** Attendance, punctuality and attitude to learning are all considered To be very important. As all of these areas will be reflected in your Mark, it is to the student's advantage to inform the instructor of Reasons for absences. It is the student's responsibility to obtain notes, handouts and information from any class missed.

**LATE ASSIGNMENTS:** 3% per day deducted.