

*Grande Prairie Regional College  
Business Administration*

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

Course Outline Winter 1999

<b>Instructor:</b>	Tracy Aylward
<b>Office:</b>	C307
<b>Telephone:</b>	539-2017
<b>Office Hours:</b>	12 - 1 p.m. Monday, Wednesday, Friday, or by appt.
<b>Required Text:</b>	Eckert, Lee, et al. <u>Canadian Small Business: An Entrepreneur's Plan (Second Edition)</u> . Toronto: Harcourt Brace and Company, Canada, 1995.

This text provides the bulk of material you will study for this course. I may also provide you with handouts, articles, case studies, or other materials. These are to be read and studied, as you would a textbook chapter.

**Course Description:**

This course examines the formulation of business plans, specifically by analyzing the functions of management concerned with the organization, staffing, directing, and controlling of a small business. Objectives for effective management such as profit, service, personnel, and operation are also examined.

**Course Format:**

BA 1040 consists of 3 hours of weekly instruction Monday, Wednesday, and Friday, 1 - 2 p.m. The classwork will include a combination of lectures, class discussions, videos, group work, and guest speakers.

**Course Objectives:**

Most people give some thought to owning and managing their own business at some point in their lives, and provided one knows what it takes to be successful, it can be a very rewarding way of life. The objectives of this course are:

- To explore the student's potential and/or current involvement in small business;
- To evaluate business opportunities;
- To understand the components of a business plan and develop one independently;
- To examine start-up requirements of a small business;
- To understand the primary components of managing a small business.

**Prerequisite:** None

**University Transferability:** None

**Course Evaluation:** The following components will determine your grade:

Individual Assignment #1	(Due Jan. 25)	5%
Individual Assignment #2	(Due Mar. 5)	5%
Individual Assignment #3	(Due Mar. 15)	10%
Group Assignment #1	(Due Feb. 12)	10%
Test #1	(Feb. 19)	15%
Test #2	(Apr. 5)	15%
Term Project	(Due Apr. 16)	40%

\*\* Details on these Assignments attached to Course Outline.

**Notes:**

- All assignments are due at **the beginning** of class on the due date. Unauthorized late assignments, if accepted, will be penalized at 10% per day late.
- It is mandatory to complete the two Tests and the Term Project to receive credit for this course.
- Assignments and Term Project must be word processed or typewritten.
- Regular attendance is critical for success in BA 1040. If you are unable to attend class or pass in an assignment on time, please speak to me before class.
- Chapters and other material assigned to be discussed on a given day should be read and prepared in advance of the class, as outlined in the Course schedule below.

**Course Schedule:**

January 6, 8	Introduction, Course Outline, Chapter 1
January 11, 13, 15	Chapter 2
January 18, 20, 22	Chapter 3
January 25, 27, 29	Chapter 4 <b>Individual Assignment #1 Due Jan. 25</b>
February 1, 3, 5	Chapter 5
February 8, 10, 12	Chapter 6 <b>Group Assignment #1 Due Feb. 12</b>
February 15	Holiday
February 17	Chapter 12

February 19 February 22-26	<b>Test #1</b> Winter Break
March 1, 3, 5	Chapter 7 <b>Individual Assignment #2 Due Mar. 5</b>
March 8, 10, 12	Chapter 8
March 15, 17, 19	Chapter 9 <b>Individual Assignment #3 Due Mar. 15</b>
March 22, 24, 26	Chapter 11
March 29, 31 April 2	Chapter 13, Chapter 14 Holiday
April 5 April 7 April 9	<b>Test #2</b> Chapter 14 Chapter 10
April 12, 14, 16	Chapter 15, 16, 17 <b>Term Project Due Apr. 16</b>

### Details on Individual and Group Assignments, and Term Project

#### *Individual Assignment #1, due Jan. 25 (2-3 pages)*

To introduce you to the concept of entrepreneurship and give you some idea of what is required to be successful as an entrepreneur, you are challenged to select a successful entrepreneur from the "real" world and develop an entrepreneurial profile of that person. This will require you to first briefly outline the characteristics of a typical entrepreneur, and then discuss how these features define the personal attitudes, attributes, managerial and administrative skills that you have assessed in your selection of an entrepreneur. Your profile should highlight your entrepreneur's career path successes.

#### *Individual Assignment #2, due Mar. 5 (2-3 pages)*

Choose a product or service and identify the stage of the Product Life Cycle in which your selection is currently. Discuss the competition effects at this stage in your product/service life and identify the obvious competitive strategies that companies are currently using to promote and sell the product or service. Use Figures 5.3 and 5.4 and Box 5.1 on Pages 109-111 in your text to aid your discussion.

#### *Individual Assignment #3, due Mar. 15 (5-6 pages)*

You will develop a 6 month promotional campaign for a product or service of your choice, possibly the idea for your small business start-up. Your task is to brainstorm a

winning promotional strategy for your small business idea. The major considerations in developing your campaign strategy are: how to reach the maximum number of your target market, the promotional mix most suitable and effective for reaching them, and the dollar costs involved. When discussing potential strategies, you must select realistic ideas and identify the actual costs associated with using that particular method. This will require some external research on the costs of each element and the reach, and thus needed frequency for desired effect. (See Action Step 33, pg. 138 of the text, on ways to cost your ideas.) You may find that some of the strategies you would like to use are cost prohibitive, and/or their coverage would not sufficiently reach your target customer.

*End Result:* Develop a 6 month promotional campaign detailing each element of the mix in terms of its cost, the target audience and profile, and the frequency of usage. A chart similar to Figure 6.3, pg. 138 of the text should be the end result of your research.

***Group Assignment #1, due Feb. 12 (5 - 6 pages)***

In your respective groups, choose an industry and do some research to uncover promising gaps or segments within that industry. Two helpful tools in this regard are the life-cycle yardstick and the industry chronology. Consider industry problems/shortcomings that may be need to be corrected or improved upon. Where are the opportunities? Brainstorm to identify a market niche for your new small business by finding solutions to current problems or other alternatives that presently exist in the market. Narrow the gaps into a business idea and identify and discuss who your target customer will be.

*End Result:* Your group should have researched an industry, identified gaps, and have decided to start a small business of your own to provide a product or service that you think the market is missing or needs improved. Then, during this process, you will have identified your target customer - who will buy or use the product or service of your new company.

***Term Project (Individual), due Apr. 16 - A Business Plan***

You will write a complete Business Plan for the small business which you chose to start. Please speak to me once you have selected your small business idea, to ensure that it is not too narrow or too broad to work with for the Term Project. Chapter 17 discusses the elements of a Business Plan, however I will be giving you a Handout detailing the format I would like you to use. This Term Project should be a very comprehensive Business Plan, and thus be developed over the course of the term, once the individual elements of the business plan have been discussed in class. You will be required to work hard and put a lot of effort into developing this Business Plan if you wish to achieve high results. After all, it takes time and hard work to start up any small business if you want it to be a successful one.