

*Grande Prairie Regional College  
Department of Business Administration*

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

Course Outline Winter 2003

<b>Instructor:</b>	Tracy Howlett
<b>Office Particulars:</b>	C406 Tel.: 539-2711 e-mail: <a href="mailto:thowlett@gprc.ab.ca">thowlett@gprc.ab.ca</a>
<b>Office Hours:</b>	Tuesday & Thursday, 11:30 - 1:00 p.m. or by appointment
<b>Required Text:</b>	Knowles, Ronald A. and Cliff G. Bilyea. <u>Small Business: An Entrepreneur's Plan (Third Canadian Edition).</u> Toronto: Harcourt Canada Ltd., 1999.

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

**Course 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 also examined. Case analysis is used to integrate course material.

**Course Format:**

BA 1040 consists of 160 minutes of weekly instruction *Wednesday evenings from 6:00 - 8:50 p.m. for Section E3 and Tuesdays and Thursdays from 8:30 - 9:50 a.m. for Section A3*. The class-work 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:

Participation	5%
Assignment	10%
Test #1	25%
Test #2	25%
Term Project (Business Plan)	35%

- 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 and double-spaced.

**Participation**

To get the most out of this class, regular attendance and active participation is required. In addition, your classmates' learning can be improved by your constructive participation in class. I will monitor both your attendance and your active and constructive contribution to the class' learning. Your participation grade, worth 5% of the final grade, will reflect both of these components.

**Assignment, due Jan. 22/23 (3-5 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 with a brief biography. You should also be prepared to briefly present the information you gather on your selected entrepreneur in class. This assignment should be completed individually and will count as 10% toward your final grade.

**Tests #1 and #2 (Feb. 18/19 & Apr. 9/10)**

Both Tests will examine your ability to apply the course material. They will consist of a number of multiple choice/reverse definition questions and several short and long answer questions. They will each contribute 25%, a total of 50%, to your final grade. There will be no Final Exam in this course.

**Term Project - A Business Plan**

As an aspiring entrepreneur, you will develop a complete Business Plan for a small business that you choose to start. This Term Project should be a very comprehensive

Business Plan. It should 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 - it takes time and hard work to get any new small business off the ground if you want it to be a successful one. The format and details of the Business Plan will be discussed throughout the term. *This project is to be completed in groups of 2.* It will represent 35% of your overall final grade.

#### Key Dates for BA 1040:

Jan. 22/23	Assignment Due / Presentation
Feb. 18/19	Test #1
Apr. 9/10	Test #2
Apr. 15/16	Term Project (Business Plan) Due

### Winter 2003 Course Schedule

Date	Topics / Readings
Week 1, Jan. 7-9	<i>Course Outline / Chapter 1</i> Introduction to Small Business and Entrepreneurship
Week 2, Jan. 14-16	<i>Chapters 2 and 3</i> Trends in the Business World The Importance of Research How to Position your Small Business Understanding your Vision / Creating a Mission Statement
Week 3, Jan. 21-23	<i>Chapter 4</i> Developing a Customer Profile <i>Assignment Due/Presentation – Jan. 22 &amp; 23</i>
Week 4, Jan. 28-30	<i>Chapters 5 and 16</i> Understanding the Competition The Competition Life Cycle Competition and Positioning How to Write a Business Plan
Week 5, Feb. 4-6	<i>Chapter 6</i> Marketing Strategy The Promotional Mix

- Week 6, Feb. 11-13    *Chapter 7*  
The Importance of Location  
Understanding Leases
- Week 7, Feb. 18-20    *Chapter 8 (pg. 151-159)*  
Plan "B" for Surprises  
Opportunity vs. Risk Assessment  
*Test #1 - Feb. 18 & 19*
- Feb. 24 - 28            **Winter Break!!**
- Week 8, Mar. 4-6        *Chapter 9*  
Accounting - Working with Financial Statements  
The Break-Even Analysis
- Week 9, Mar. 11-13    *Chapter 10*  
Assessing your Credit Situation  
Meeting your Banker  
Other Sources of Start-up Funds  
Debt or Equity Financing Decisions
- Week 10, Mar. 18-20   *Chapter 11*  
Legal Forms of Small Business  
How to Get the Company Started
- Week 11, Mar. 25-27   *Chapter 12*  
How to be a Manager  
Human Resources - recruiting and staffing issues  
Building a Team
- Week 12, Apr. 1-3      *Chapters 13 and 14*  
Buying a Business - what to watch for  
Buying a Franchise - franchise options, the good and the bad
- Week 13, Apr. 8-10    Review, Catch-up...  
*Test #2 - Apr. 9 & 10*
- Week 14, Apr. 15-16   Wrap-Up  
**TERM PROJECT - BUSINESS PLAN DUE, Apr. 15 & 16**