



# Grande Prairie Regional College

## Department of Business

COURSE OUTLINE – WINTER 2011

### BA 1040 and 2910 Small Business Management

3(3-0-0) [45 hours]

**Instructor** Cibylla Rakestraw

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**Office Hours** Mondays from 10:30 – 12:00  
Thursdays from 3:00 – 4:30  
By appointment at other times or on a drop in basis if I'm free.

#### **Prerequisite(s)/co-requisite(s):**

None

#### **Required Text/Resource Materials:**

Skinner, J. (2008). Business Plan Business Reality: Starting and Managing Your Own Business in Canada: Second Edition. Toronto: Pearson Prentice Hall

Students will also be required to obtain a tri-fold presentation board for the business plan trade show.

#### **Calendar 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 materials.

**Credit/Contact Hours:**

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

**Delivery Mode(s):**

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

**Objectives:**

This course requires each participant to research and prepare a feasible business plan for a new, non-existent firm of the student's choice (Subject to approval).

The goal of the course is to give students an understanding of the long-range planning process for a business, both at the start-up and after the business is established. At the same time, students will be given the opportunity to develop their skills in creative thinking, achieving aggressive targets, and applying business and personal ethics.

On completion of the course, the student will be able to:

1. Research and prepare a feasible business plan;
2. Identify sources of data and assistance for preparing a business plan;
3. Assess the relevance of market data for the plan;
4. Discuss related current issues in entrepreneurship, leadership and business management;
5. Present and argue a case for the feasibility of the plan.

**Transferability:**

\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.

**Grading Criteria**

Leadership Project and presentation	20%
Business Plan & Presentation	45%
Business Plan peer evaluations	10%
Tests	25%

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department**  
**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

**Examinations:**

There will be 5 in-class tests throughout the semester. There is no final exam in this course.

**Student Responsibilities:**

**1. Leadership Project**

You will write a paper about a business leader that you will present to the class. Examine this person's background, contribution and leadership style. You will use a minimum of three sources for your information.

**2. Business Plan**

You will write a business plan for a business venture. The business plan will include an executive summary, operational plan, sales plan, production plan, human resources plan, opening balance sheet, budget for the first year of operation and financial

forecast. You will also include information about the principals of the company and the professional service providers you plan to employ. You will create a presentation of your business that will be displayed during a special event in late March for a number of invited guests including alumni, community leaders, lenders and business people.

### **3. Assignment and Test Policies**

All projects and evaluations must be completed in order to pass this course.

#### **Statement on Plagiarism:**

Please refer to pages 49 – 50 of the College calendar regarding plagiarism, cheating and the resultant penalties. These are serious issues and will be dealt with severely.

#### **Course Schedule/Tentative Timeline:**

<b>Week</b>	<b>Topic</b>
January 10	Course overview
January 12	Chapter 1, Major projects assigned
January 17 – 19	Quiz # 1, guest presenters
January 24 – 26	Chapter 5
January 31 – February 2	Quiz 2, work on business plans
February 7 – 9	Chapter 2, guest presentations
February 14 – 16	Quiz 3, Chapter 3
February 21 – 25	Reading Week
February 28 – March 2	Quiz 4, Leadership presentations
March 7 - 9	Leadership Presentations
March 14	Chapter 4
March 16	Business Conference
March 21 - 23	Quiz 4, Leadership Presentations
March 28 – 30	Business plan presentation prep & event
April 4 – 6, 11	Leadership Presentations

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