

Business Administration

Course Number:	BUAD 298
Course Title:	SMALL BUSINESS MANAGEMENT
Credits:	3
Calendar Description:	This course introduces students to rational problem solving and decision-making process that will be applied to typical marketing, management and financial concerns that small business managers need to address. Other topics that will be explored include growing a business, franchising, family businesses, succession planning, and exit strategies (<i>also offered by Distance Education</i>).
Semester and Year:	WINTER 2022
Prerequisite(s):	BUAD 116, 123, 128, 195
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Management Specialty Required Diploma, Management and Marketing Options - Elective
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	No
Originally Developed:	1993
EDCO Approval:	May 2016



Professors

Name	Phone number	Office	Email
Pam Nelson <i>Course Captain</i>		Virtual office	pnelson@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to:

Evaluation Procedure

Book Report	10%
Online Quizzes (5 X 4% per quiz)	20%
Case Analysis (3 X 10% per assignment)	30%
Final Exam	40%
Total	100%

Notes

Final Exams

The final exam will include case analysis and concepts discussed in class. The final exam is cumulative. Students must have an average passing grade of 50% or greater for the exam portion of the grade in order to pass the course.

Book Report Assignment 10%

Students will select a business-related (non-fiction) book to read that they feel is *highly relevant to small business*. They will research the topic and prepare a report with the findings of the investigation in terms of how the book or topic is relevant to the success of small business.

Case Analysis 30%

Students will use a guided approach to prepare written analysis of assigned cases based on the methodology presented. Students who participate effectively in the online discussion forum can earn a potential 2% per assignment in bonus marks.

Online Quizzes 10%

Course Schedule *(subject to change)*

Date		Class Topics and Assignments	Readings
2022 Week of:		Wednesday, January 5 - Classes Start Monday, February 21 - Statutory Holiday (no classes) Tuesday, February 22 Friday, February 25 Mid-semester study break (no classes) Friday, April 8 Last Day of Regular Classes Friday, April 15 Monday, April 18 Statutory Holidays	
Jan	6	<i>JAN 6 - Course Structure & Introduction</i>	
	10	Small Business in BC Overview Quiz 1 Small Business Overview due Jan. 15th	<i>Reading #1: BC Small Business Profile 2019 (pages 1-21 -Executive Summary & Small Business Growth)</i>
	17	Competitive Advantage Review The impact of COVID19 on Small Business Competitive Advantage	<i>Reading #2 Business Opportunities During the New Normal Reading #3</i>
	24	Environmental Scanning Tools and Techniques for Small Business Case Analysis Practice	<i>Reading #4 Case:</i>
	31	Marketing in Small Business Completing the Case Analysis**	<i>Strategy (refresher for Small Business)</i>
	7	Marketing and Case Analysis continued Quiz 2 - Marketing due Feb 12TH. Assignment 1 Case Report Part 1 Feb. 12th	
	14	HR in Small Business Managing the workforce during COVID19	<i>Reading #6 Drafting your HR Policy Reading #7: BC Small Business Profile 2020 (pages 22-35 Small Business Employment and Self-Employed)</i>
	21	STAT & STUDY BREAK NO CLASSES	
	28	Operations in Small Business Quiz 3 HR & Operations due Mar 5th	<i>Reading #8 Overview of WTO report examining impact of COVID19 on MSMEs Reading #9 Financial Performance Numbers</i>
Mar	7	Evaluating Financial Performance Assignment 2 - Case Report Part 2 Mar 12th	<i>Reading #10 Forced Vacation Prevents Employee Theft Reading #11 Is Your Family Business Prepared for Succession</i>
	14	Family Business Small Business Succession Planning and Exit Strategies	<i>Reading #12 worth? Reading #13 An Introduction to Co-ops</i>
	21	Small Business Structure How to Grow by Going Global Quiz 4 Family Business & Exit Strategies due Mar. 26th	<i>Reading #14: BC Small Business Profile 2019 (Pages 43-47 Small Business Exporters)</i>

