

# Business Administration

Course Number:

**BUAD 298**

**Professors**

| Name   | Phone number             | Office            | Email  |
|--|--------------------------|-------------------|--|
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**Learning Outcomes**

Upon completion of this course students will be able to:

explain the interactions of small business functions such as decisions in marketing, finance, operations and human resources management.

identify problems and opportunities in the context of small business management and operations.

construct rational business decisions by effectively examining options and minimizing risks.

integrate the use of information tools for monitoring and reporting in a small business setting.

evaluate the sales, operational and managerial requirements of a small business.

**Evaluation Procedure**

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| Small Business Review Assignment - Individual | 10%  |
| Discussions / Participation - Individual      | 15%  |
| Mid-term Exam - Individual                    | 20%  |
| Final Exam - Individual                       | 30%  |
| Case Analysis - Group                         | 25%  |
| Total   | 100% |

**Notes**

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| <p><b>Mid-Term &amp; Final Exams</b><br/>                 The midterm and 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.</p>  |
| <p><b>Business Review Assignment – 10%</b><br/>                 Students will select a business related book to read or a business topic that they feel is <i>highly relevant to small business</i>. They will research the topic and prepare an oral presentation with the findings of the investigation in terms of how the book or topic is relevant to the success of small business. Students will develop a presentation to brief the class on their chosen book or topic.</p> |
| <p><b>Case Analysis – 25%</b><br/>                 Working in small groups students will use a guided approach to prepare written analysis of assigned cases based on the methodology presented.</p>   |
| <p><b>Class Discussions/Participation – 15%</b><br/>                 Students are expected to come prepared to class having completed the assigned readings and engage in the case analysis discussion and presentations.</p>  |

**Optional Texts/Resources**

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| <p>Small Business Management: Launching and Growing New Ventures, 6th Edition © 2013/2016<br/>                 Justin Longenecker , Leo B. Donlevy, Terri Champion, J. William Petty, Leslie E. Palich, Frank How ISBN-10: 0176503900 ISBN-13: 978-0-17-653221-5</p> |
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## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.