

# Business Administration

Course Number:	<b>BUAD 298</b>
Course Title:	<b>SMALL BUSINESS MANAGEMENT</b>
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:	<b>WINTER 2022</b>
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
<b>Pam Nelson</b> <i>Course Captain</i>		<b>Virtual office</b>	<b>pnelson@okanagan.bc.ca</b>

**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	
<b>Jan</b>	6	<i>JAN 6 - Course Structure &amp; Introduction</i>	
	10	Small Business in BC Overview <b>Quiz 1 Small Business Overview due Jan. 15<sup>th</sup></b>	<i>Reading #1: BC Small Business Profile 2019 (pages 1-21 -Executive Summary &amp; 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 <b>Quiz 2 - Marketing due Feb 12TH. Assignment 1 Case Report Part 1 Feb. 12th</b>	
	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	<b>STAT &amp; STUDY BREAK NO CLASSES</b>	
	28	Operations in Small Business <b>Quiz 3 HR &amp; Operations due Mar 5<sup>th</sup></b>	<i>Reading #8 Overview of WTO report examining impact of COVID19 on MSMEs Reading #9 Financial Performance Numbers</i>
<b>Mar</b>	7	Evaluating Financial Performance <b>Assignment 2 - Case Report Part 2 Mar 12<sup>th</sup></b>	<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 <b>Quiz 4 Family Business &amp; Exit Strategies due Mar. 26<sup>th</sup></b>	<i>Reading #14: BC Small Business Profile 2019 (Pages 43-47 Small Business Exporters)</i>

