

*Grande Prairie Regional College
Department of Business Administration*

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

Course Outline Winter 2002 Section A3

- Instructor:** Curt Farrell
- Office Particulars:** C301
Tel.: 539-2095
E-mail: cfarrell@gprc.ab.ca
- Office Hours:** Monday & Wednesday, 10:00 - 11:00 a.m. & Tuesday 1:00 - 2:00 p.m.
Appointments are usually the best idea.
- Required Text:** Knowles, Ronald A. and Bilyea, Cliff G. **Small Business:
An Entrepreneur's Plan (Third Canadian Edition)**,
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 Tuesday & Thursday, 8:30 - 9:50 a.m. 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	10%
Assignment #1	5%
Assignment #2	10%
Exam #1	20%
Exam #2	20%
Term Project (Business Plan)	35%

- It is **mandatory** to complete both Tests and the Term Project to receive credit for this course.
- Assignments and Term Project must be word-processed, double-spaced, and **handed in**.

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. Both your attendance and your active and constructive contribution to the class' learning will be monitored. Your participation mark, worth 10% of the final grade, will reflect these components.

Assignment #1, due Jan. 23 (2-3 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. You are also required to present a detailed description and history, of your entrepreneur, to the rest of the class. This assignment must be completed in groups of two, and will contribute 5% toward your final grade.

Assignment #2, due Feb. 6 (4-6 pages)

Choose a product or service that you can acquire locally. Identify and discuss what stage of the Product Life Cycle that your product or service is currently in. Now choose a local company that sells this product or service, and discuss the company briefly. Complete a detailed competitive overview, including the following:

- identify the company's main competitors
- discuss the company's stage in the Competitive Life Cycle
- what sorts of competitive strategies are being used in the market
- what is the company you have chosen doing in terms of strategy
- how are they reacting to the market
- how has this company positioned itself in the marketplace.

What do you think about their strategy? Is it a recipe for success? Does it need improvements? Why? This must be completed in groups of two, and will contribute 10% of your final grade.

Exam #1 (Feb. 21) and Exam #2 (Apr. 9)

Both Exams will examine your ability to apply the course material. They will consist of a variety of questioning formats: multiple choice questions, reverse definition questions, several short answer questions, and several long answer questions. These exams will be written individually, and will each contribute 20% (a total of 40%), 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. Remember that it takes time and hard work to get any new small business off the ground, particularly if you want it to be successful. The format and details of the Business Plan will be discussed throughout the term. In order to ensure ongoing understanding and application of the theory behind developing a Business Plan, some class time will be devoted to facilitating and discussing this process. This Business Plan must be completed in groups of two, and will contribute 35% toward your final grade.

Key Dates for BA 1040:

Jan. 24	Assignment #1 Due at start of class
Feb. 7	Assignment #2 Due at start of class
Feb. 21	Exam #1
Apr. 9	Exam #2
Apr. 12	Term Project (Business Plan) Due by 5:00 p.m.

Winter 2001 Course Schedule

Date	Topics / Readings
Week 1, Jan. 8, 10	<i>Course Outline</i> <i>Chapter 1</i>
Week 2, Jan. 15, 17	<i>Chapters 2 and 3</i>
Week 3, Jan. 22, 24	<i>Chapter 4</i> <i>Assignment #1 Due at start of class</i>
Week 4, Jan. 29, 31	<i>Chapters 5 and 16</i>
Week 5, Feb. 5, 7	<i>Chapter 6</i> <i>Assignment #2 Due at start of class</i>
Week 6, Feb. 12, 14	<i>Chapter 7</i>
Week 7, Feb. 19, 21	<i>Chapter 8</i> <i>Exam #1</i>
Week 8, Mar. 5, 7	<i>Chapter 9</i>
Week 9, Mar. 12, 14	<i>Chapter 10</i>
Week 10, Mar. 19, 21	<i>Chapter 11</i>
Week 11, Mar. 26, 28	<i>Chapter 12</i>
Week 12, Apr. 2, 4	<i>Chapters 13 and 14</i>
Week 13, Apr. 9 Apr. 12	<i>Exam #2</i> <i>Term Project – Business Plan Due by 5:00 p.m.</i>