



Grande Prairie Regional College

Department of Business

COURSE OUTLINE – WINTER 2010

BA 1040 and 2910

Small Business Management

3(3-0-0) [45 hours] Winter 2008

Instructor Cibylla Rakestraw

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Office Hours Mondays & Wednesdays
from 10:00 – 11:30 am.
By appointment at other
times or on a drop in basis if
I'm free.

Prerequisite(s)/corequisite(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

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:

A.U., U. of L., Thompson Rivers' University, Royal Roads University, Lakeland College and Okanagan College will accept this course as part of the 2 + 2 block transfer. Students are strongly advised to check with the receiving institution for more details and to ensure transferability.

Grading Criteria

Leadership Project and presentation	20%
Business Plan & Presentation	45%
Business Plan 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

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.

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 plan for a panel of your peers.

You will also participate in the evaluation of business plans presented by peers in a panel format.

Tests

There will be 5 in-class tests throughout the semester.

Course Schedule/Timeline:

Week	Topic
January 6	Course overview
January 11 – 13	Chapter 1, Major projects assigned
January 18 – 20	Quiz # 1, guest presenters
January 25 – 27	Chapter 2
February 1 – 3	Quiz 2, work on business plans
February 8 – 10	Chapter 3, guest presentations
February 15 – 17	Chapter 3, Quiz 3
February 22 – 24	Chapter 4, leadership presentations
March 2 – 4	Leadership presentations
March 8 - 10	Reading Week
March 15	Quiz 4, Chapter 5
March 17	Business Conference
March 22 – 24	Chapter 5, Quiz 5
March 22 – April 14	Business Plan presentations & evaluations

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

Assignment and Test Policies

- All projects and evaluations must be completed in order to pass this course.
- There is no final exam in this course.

Statement on Plagiarism:

The instructor reserves the right to use electronic plagiarism detection services.