

Small Business Management - BA 1040 (3-0, 3 Credits)
GPRC, Department of Business Administration
Winter Session, 2000

Instructor:



Terry Collier, MSc.
Office -C307
Office Ph. 539-2017
Res. Ph.

Office Hours:

Monday 10:00 am-11:00
Wednesday 10:00 am-11:00

Time:

Room #
Tuesday 6-9pm

Transferability:

Check with the receiving university. (Note: Block transfer programs with University of Lethbridge and University of Athabasca)

Text:

Small Business – An Entrepreneur's Plan
Knowles & Bilyea.
Third Canadian Edition
Dyden, 1999.

Text Usage:

The text will be used extensively.

Course Description:

This course will provide students with an understanding of Small Business Management. Entrepreneurial terminology and techniques will be discussed with emphasis on the development of skills within an academic context.

Course Objectives: 1: To acquaint students with the terminology and fundamental concepts of small business management.

2: To outline the roles of the entrepreneur in the overall marketing framework.

3: To develop an understanding of the importance of communication skills (oral, written, listening) in the management process.

4: To apply fundamental marketing, management models and techniques while implementing the business plan.

5: To demonstrate the value of persistence, integrity, and honesty in all activities.

In Class Activities: Students will participate in discussion and analysis of textbook material via attendance of each of the scheduled classes. Classes will incorporate, oral presentations, development of business plan, current research, case studies and guest speakers.

Assignments: All twenty assignments will be handed in for an evaluation of the students' commitment to the course material. Two exams and six assignments will be graded.

Grading:	Business Plan	40%
	Midterm	20%
	Case Studies	20%
	Oral Presentations	20%

Instructor's Expectations: 1: Attendance is expected and will significantly impact the students' ability to comprehend course material.

Record Retention: Class records, including exams, related to this course will be maintained for one year after the last day of classes for the course. These records will then be destroyed in a secure manner.