

GRANDE PRAIRIE REGIONAL COLLEGE
Business Administration

BA 1040 SMALL BUSINESS MANAGEMENT
3 (3-0-0) 45 Hours
Winter 2005

Instructor: Barbara Chen	Phone: 539-2971
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Office Hours:	Wednesdays: 1:00-2:00 and 4:00-6:00; by appointment; or, on a drop-in basis if I am free.

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 examined. Case analysis is used to integrate course material.

REQUIRED TEXT:

Knowles, R. (2003). *Small business: An entrepreneur's plan* (4th Canadian ed.). Scarborough, ON: Nelson Thomson.

COURSE FORMAT:

BA 1040 consists of three hours of instructional time each week. The course work may include lectures, class discussions, videos, group work, in-class exercises, and guest speakers.

COURSE OBJECTIVES:

At some point in their lives, most people give some thought to owning and managing their own business. 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

TRANSFERABILITY:

It is the student's responsibility to confirm transferability with any receiving institution.

COURSE EVALUATION;

Attendance/Participation	10%
Written Assignment	10%
Test 1	20%
Test 2	25%
Term Project (Business Plan)	35%
TOTAL	100%

NOTE: In order to pass BA 1040:

The Written Assignment and the Term Project (Business Plan) must be completed.

Attendance/Participation:

To get the most out of this class, regular attendance as well as participation is required.

Written Assignment:

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.

Tests #1 and #2:

Both Tests will examine your ability to apply the course material. Each Test will cover the chapters of the text as well as information from videos, guest speakers, or additional material presented in class.

Term Project – Business Plan:

As an aspiring entrepreneur, you will develop a complete Business Plan for your small business. This comprehensive plan is developed in pieces over the course of the term as each individual element of a business plan is discussed in class.

GRADING:

GPRC uses the alpha grading system. Letter grades will be converted to a 4-point equivalence for the calculation of grade point averages. (See page 33 in the 2004/05 GPRC Calendar for more information).

PERCENTAGE	ALPHA GRADE	4-POINT EQUIV.
90 – 100%	A+	4.0
85 – 89%	A	4.0
80 – 84%	A-	3.7
76 – 79%	B+	3.3
73 – 75%	B	3.0
70 – 72%	B-	2.7
67 – 69%	C+	2.3
64 – 66%	C	2.0
60 – 63%	C-	1.7
55 – 59%	D+	1.3
50 – 54%	D	1.0
0 – 49%	F	0.0

COURSE POLICIES:

All assignments must be word-processed or typewritten

Assignments are due on the date set by the instructor. If there is a valid reason for an extension, it must be requested *prior* to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assigned grade.

NOTE: An extension for the Term Project (Business Plan) will be granted only under extreme circumstances.

Regular attendance is critical to success in BA 1040. Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete assigned readings, in-class work, and assigned homework.

If a student is unable to attend a Test, the instructor must be advised *before* the Test is administered. Voice mail or e-mail notification is fine. The Test will then be written in the next scheduled lesson. Failure to notify the instructor of an absence will result in a grade of 0 for that quiz.

It is expected that students will be welcoming and attentive to all guest speakers.

IMPORTANT DATE: - Mark Your Calendar!

The BA Business Conference will be held on Wednesday, March 16, 2005. All BA classes are cancelled that day so that students may attend this important event.

BA 1040 SMALL BUSINESS MANAGEMENT Winter 2005 Course Schedule

Dates:	Topics / Readings:
January 4 – 10	Course Outline Chapter 1: Your Great Adventure: Exploring Your Options
January 11 – 17	Chapter 2: Spotting trends and Opportunities Chapter 3: Positioning Yourself as an Entrepreneur
January 18 – 24	Chapter 4: Profiling Your Target Customer
January 25 – 31	Chapter 5: Learning from the Competition Chapter 16: Pulling the Plan Together Written Assignment: due January 25 / 26
February 1 – 7	Chapter 6: Marketing Strategies & Promotion
February 8 – 14	Chapter 7: Location
February 15 – 18	Chapter 8: Protecting Your Business Test # 1
February 21 – 25	<i>Winter Break – no classes</i>
February 28 – March 4	Chapter 9: The Power of Numbers
March 7 – 11	Chapter 10: Shaking the Money Tree
March 14 – 18	Chapter 11: Legal Concerns
March 21 – 25	Chapter 12: Building & Managing a Winning Team
March 28 – April 1	Chapter 13: Buying a Business Chapter 14: Buying Franchise
April 4 – 8	Review Test # 2
April 11 - 14	Business Plan – Editing Business Plan due by 12:00 noon on April 14

Students are expected to read the assigned chapters prior to the week in which that material will be discussed.