

COURSE CODE: BUAD 298

COURSE TITLE: Small Business Management

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 (also offered by Distance Education).

Prerequisite(s): BUAD 116, 123, 128. 195

Co-requisite(s): None

Prerequisite For: None

Substitutable Courses: None

Graduation Requirement: BBA, Management Specialty - Required

Diploma, Management and Marketing Options - Elective

Transfer Credit: None

Special Notes: None

Credits: 3

Hours per Week: 3

Originally Developed: 1993

EDCO Approval: May 2016

CHAIR'S APPROVAL: 

Learning Outcomes

Outcome	Upon completion of this course students will be able to:
1	Explain the interactions of small business functions such as decisions in marketing, finance, operations and human resources management.
2	Identify problems and opportunities in the context of small business management and operations.
3	Construct rational business decisions by effectively examining options and minimizing risks.
4	Integrate the use of information tools for monitoring and reporting in a small business setting.
5	Evaluate the sales, operational and managerial requirements of a small business.
6	Explain the problems facing family-owned and operated businesses as well as the challenges faced by growing and expansion-oriented firms.

Course Objectives

Objectives	This course will cover the following content:
1	Aspects of different types of small business management and ownership
2	Marketing of products and services in a small business
3	The challenges and rewards of branching out into a global market
4	Business management and control systems
5	Financial systems including necessary checks and balances
6	Exit and harvesting strategies for small businesses

Professors

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(Course Captain)	ext.	C139	@okanagan.bc.ca
Michael Conyette	ext. 2231	E220	mconyette@okanagan.bc.ca
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Evaluation Procedure

Report	10%
Quizzes/Activities	20%
Case Analysis	30%
Final Exam	40%
Total	100%

Notes

Final Exam - 40%

The final exam will include case analysis and concepts discussed in class. The final exam is cumulative.

Report Assignment - 10%

Students will select a small business (less than 100 employees) to analyze using concepts from this course. They will research and analyze the company and prepare a report with the findings of the investigation in terms of recommendations on growth, strategy and/or key components of the value chain. This is a group assignment.

Case Analysis - 30%

Students will use a guided approach to prepare written analysis (20%) and oral presentation (10%) of assignment based on the methodology presented. This is a group assignment.

Quizzes/Learning Activities- 20%

Students are expected to complete the learning activities/quizzes available on Moodle or in class that cover topics discussed in the corresponding lessons. Weighting of individual online activities will be given in Moodle.

Generative AI tools are not permitted unless explicitly stated otherwise

The use of generative artificial intelligence tools is strictly prohibited in all course assignments unless explicitly stated otherwise by the instructor in this course. This includes ChatGPT and other artificial intelligence tools and programs. Whenever generative AI tools are permitted and used, they must be appropriately cited. (See How to cite ChatGPT (apa.org)). The lone exception for this course is that students can use AI tools to assist in proofreading, grammar checking, and language refinement for written assignments where the student has composed the first draft. Your first draft must be available on demand.

Required Materials

Small Business Management: Launching and Growing New Ventures, 6th Edition © 2016

Justin Longenecker, Leo B. Donlevy, Terri Champion, J. William Petty, Leslie E. Palich, Frank How ISBN-10: 0176503900 ISBN-13: 978-0-17-653221-5

Students may be required to purchase an assigned Case through Harvard Business. A link with instructions is included on the Moodle course website. The cost of the case is less than \$10.

Notes

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2024 Week of:		Wednesday, September 4th, First day of class Friday, September 13th, Last day to register for Fall 2024 Monday, September 30th, Statutory Holiday (no classes) Monday, October 14th, Statutory Holiday (no classes) Friday, October 25th, Last day to withdraw from class without academic penalty Monday, November 11th, Statutory Holiday (no classes) Friday, December 6th, Last day of class Tuesday, December 10th – Friday, December 20th, Final Exam Period	Chapter(s):
Sep 4	1	Orientation Introduction to Small Business	Chapter 1
Sep 9	2	External Analysis/Competitive Advantage	Chapter 2
Sep 16	3	Family Enterprises	Chapter 3
Sept 23	4	Franchising	Chapter 4
Sep 30	5	Small Business Marketing	Chapter 6
Oct 7	6	Distribution	Chapter 7
Oct 14	7	Going Global and Growth	Chapter 8
Oct 21	8	Human Resources	Chapter 9
Oct 28	9	Small Business Structure and Legal Organization	Chapter 10
Nov 4	10	Location & Facilities, Operations & Control	Chapter 11 Chapter 12
Nov 11	12	Financial Statements and Financing	Chapter 13 Chapter 14
Nov 18	13	Managing Growth and Exit Strategies Report Assignment due	Chapter 15
Nov 25	14	Case study Review Case Analysis Written Report due. Case Presentations Due.	
Dec 2	15	Exam Review Last day of classes Thurs. Dec. 6	
	16	Final Exam Period – Date TBD	

Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

Student Conduct and Academic Honesty

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.