



# Business Administration

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|-------------------------|---|
| Course Number:          | <b>BUAD 298</b>   |
| Course Title:           | <b>SMALL BUSINESS MANAGEMENT</b>  |
| Credits:                | 3   |
| 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 ( <i>also offered by Distance Education</i> ). |
| Semester and Year:      | <b>WINTER 2021</b>  |
| Prerequisite(s):        | BUAD 116, 123, 128, 195   |
| Corequisite(s):         | No  |
| Prerequisite to:        | No  |
| Final Exam:             | Yes   |
| Hours per week:         | 3   |
| Graduation Requirement: | BBA, Management Specialty – Required<br>Diploma, Management and Marketing Options - Elective  |
| Substitutable Courses:  | No  |
| Transfer Credit:        |   |
| Special Notes:          |   |
| Originally Developed:   | 1993  |
| EDCO Approval:          | May 2016  |

Chair's Approval:

A handwritten signature in blue ink, appearing to read "Hempel".

**Professors**

| Name                                       | Phone number | Office         | Email  |
|--|--------------|----------------|--|
| <b>Pam Nelson</b><br><i>Course Captain</i> |              | Virtual office | <a href="mailto:pnelson@okanagan.bc.ca">pnelson@okanagan.bc.ca</a>       |
| Glen Coulthard                             |              | Virtual office | <a href="mailto:gcoulthard@okanagan.bc.ca">gcoulthard@okanagan.bc.ca</a> |

**Learning Outcomes**

Upon completion of this course students will be able to:

- explain the interactions of small business functions such as decisions in marketing, finance, operations and human resources management.
- identify problems and opportunities in the context of small business management and operations.
- construct rational business decisions by effectively examining options and minimizing risks.
- integrate the use of information tools for monitoring and reporting in a small business setting.
- evaluate the sales, operational and managerial requirements of a small business.
- explain the problems facing family-owned and operated businesses as well as the challenges faced by growing and expansion-oriented firms.

**Course Objectives**

This course will cover the following content including:

- Aspects of different types of small business management and ownership
- Marketing of products and services in a small business
- The challenges and rewards of branching out into a global market
- Business management and control systems
- Financial systems including necessary checks and balances
- Exit and harvesting strategies for small businesses

**Evaluation Procedure**

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|--|------|
| Book Report                            | 10%  |
| Online Quizzes (5 X 4% per quiz)       | 20%  |
| Case Analysis (3 X 10% per assignment) | 30%  |
| Final Exam                             | 40%  |
| Total                                  | 100% |

**Notes****Final Exams**

The final exam will include case analysis and concepts discussed in class. The final exam is cumulative. Students must have an average passing grade of 50% or greater for the exam portion of the grade in order to pass the course.

**Book Report Assignment – 10%**

Students will select a business-related (non-fiction) book to read that they feel is *highly relevant to small business*. They will research the topic and prepare a report with the findings of the investigation in terms of how the book or topic is relevant to the success of small business.

**Case Analysis – 30%**

Students will use a guided approach to prepare written analysis of assigned cases based on the methodology presented. Students who participate effectively in the online discussion forum can earn a potential 2% per assignment in bonus marks.

**Online Quizzes – 10%**

Students are expected to complete five online quizzes available on Moodle that cover the topic areas discussed in the corresponding lessons.

*Important Note: All quizzes, reports, assignments and exams are to be done on your own. You may not copy information from Moodle or other sources into your own assignments. You may share ideas in the Moodle discussion area, but each individual student is responsible for his or her own contribution.*

**Resources**

Readings, videos and case studies will be made available through the Moodle course website.

Students are required to purchase the 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.

Course Schedule

| Date             |    | Class Topics and Assignments  | Readings  |
|------------------|----|---|---|
| 2021<br>Week of: |    | Monday, January 11 – First Day of Classes<br>Monday, February 15 – STAT<br>Tuesday, February 16 – Friday, February 19 – Reading Break<br>Friday, April 2 – Monday, April 5 - STAT<br>Friday, April 16 – Last Day of Regular Classes |   |
| Jan              | 11 | Course Structure<br>Small Business in BC Overview<br><b>Quiz 1 – Small Business Overview</b>  | <i>Reading #1: BC Small Business Profile 2019 (pages 1-16 -Executive Summary &amp; Small Business Growth)</i>   |
|                  | 18 | Competitive Advantage Review<br>The impact of COVID19 on Small Business<br>Competitive Advantage  | <i>Reading #2 – Business Opportunities During the New Normal<br/>Reading #3 – Short Case Example “The Ultimate Garage”</i>  |
|                  | 25 | Environmental Scanning Tools and Techniques for Small Business<br>Case Analysis Practice  | <i>Reading #4 Case: Promontory, Inc.</i>  |
| Feb              | 1  | Marketing in Small Business<br>Completing the Case Analysis<br><b>Quiz 2 - Marketing</b>  | <i>Reading #5: The Four P’s of Marketing Strategy (refresher for Small Business)</i>  |
|                  | 8  | HR in Small Business<br>Managing the workforce during COVID19<br><b>Assignment 1 Due – Case Report Part 1</b>   | <i>Reading #6 – Drafting your HR Policy<br/>Reading #7: BC Small Business Profile 2019 (pages 16-23 Small Business Employment)</i>                                    |
|                  | 15 | STAT and Mid-Semester Break   |   |
|                  | 22 | Operations in Small Business<br><b>Quiz 3 – HR &amp; Operations</b>   | <i>Reading #8 – Overview of WTO report examining impact of COVID19 on MSMEs<br/>Reading #9 – Financial Performance Numbers<br/>Reading #10 Case: Promontory, Inc.</i> |
| Mar              | 1  | Evaluating Financial Performance<br><b>Assignment 2 Due – Case Report Part 2</b>  |   |
|                  | 8  | Family Business   | <i>Reading #11 – Is Your Family Business Prepared for Succession</i>  |
|                  | 15 | Small Business Succession Planning and Exit Strategies<br><b>Quiz 4 – Family Business &amp; Exit Strategies</b>   | <i>Reading #12 – What’s your business worth?</i>  |
|                  | 22 | Small Business Structure<br><b>Assignment 3 Due – Case Report Part 2</b>  | <i>Reading #13 – An Introduction to Co-ops</i>  |
|                  | 29 | How to Grow a Small Business by Going Global  | <i>Reading #14: BC Small Business Profile 2019 (Pages 38-43 Small Business Exporters)</i>   |
| Apr              | 5  | <b>Franchising</b><br><b>Quiz 5 – Franchising &amp; Going Global</b><br><b>Book Report Due</b>  | <i>Reading #15 – 2019 Franchise Trends Report</i>   |
|                  | 12 | Final Exam Review & Practice Case Analysis  |   |
|                  | 19 | Final Exam period April 19 - 28   |   |

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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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**

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### **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](http://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, 7<sup>th</sup> edition (2019)). 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.