

**BA215**  
**Small Business Management**  
**3 Credits**

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## **BA215 Version: 2**



### **Small Business Management**

#### **Calendar Description**

This course covers basic principles and practices related to establishment and operation of a small business. Basic marketing, financial control systems, accounting requirements and personnel obligations are reviewed.

#### **Rationale**

This is a required course for the Renewable Energy and Conservation program.

Small business involves diverse factors, and effective management is most certainly a key factor in the success of a small business. BA 215 helps you develop skills that contribute to establishing a solid foundation for a small business structure/venture. Whether you need to evaluate a business opportunity, decide on an appropriate business format, discover ways to finance and market a business, or develop a human resources plan, this course aims to enhance your business opportunities.

#### **Prerequisites**

None

#### **Co-Requisites**

None

#### **Course Learning Outcomes**

Upon successful completion of this course, students will be able to

1. discuss business and the diverse forms of ownership.
2. complete a financial assessment based on a set of financial statements, determining the financial health of a business.
3. evaluate a business opportunity based on qualitative measures.
4. report on the effective use of cash flow in a successful business.
5. effectively choose banking options for a small business and the best method of bookkeeping for your small business.

6. differentiate between an employee and a contract worker, recognizing the true costs of hiring an employee.
7. discover common themes among successful entrepreneurs and various options in franchising.
8. apply the marketing mix to your target audience, determining the target audience of selected retailers.
9. discuss the normal life cycle of renewable energy and conservation products, comparing them to non-renewable energy and conservation products, and applying the concepts of “The Almost Customer” to small business management.
10. determine appropriate distribution systems for your service or product.
11. identify key processes in hiring and managing new employees, including how to determine the right organizational fit for you or your employees.
12. discover various means to compensate your employees.
13. complete a business plan.

## **Resource Materials**

### ***Required Material:***

Balderson, W., and Mombourquette, P. 2017. Canadian entrepreneurship & small business management (10th ed.). Mount Saint Vincent University, McGraw-Hill Ryerson, Canada.

ISBN 1259102688 · 9781259102684.

- Computer and Access to the Internet
- Lakeland College Communication Online Delivery Access
- Lakeland College Blackboard orientation - completed prior to start date of course
- As suggested in the modules
- As prepared in the modules

### ***Reference Text:***

Ferrell, O.C., G. Hirt, and L. Ferrell. 2005. Business: a changing world. McGraw-Hill Ryerson Ltd., Ontario.

## **Conduct of Course**

This course consists of 45 hours. The course is delivered as on-line learning. The on-line delivery is a facilitated course, meaning that there is an on-line facilitator who communicates with you mainly by e-mail. You may have access to a number of communication tools during this course. There may be on-line meeting times, depending on the facilitator. You are requested to submit assignments to this facilitator. Assignments as scheduled are marked by the facilitator and critiqued for positive feedback to the learners.

Assignments have deadlines for submission. Late assignments are assessed a penalty of 10% per day beyond the deadline. If you are unable to submit an assignment by the scheduled deadline, you should contact the facilitator as soon as possible.

## Evaluation Procedures

Throughout the modules, students will be required to complete 17 assignments. Rubrics are found in each module for the assigned work.

The final grade is comprised of the following:

Module Assignments	80%
Business Plan	<u>20%</u>
	100%

### Module One: Introductions and Definitions

- Assignment 1.1 An Introduction to the World of Small Business 4%

### Module Two: Evaluating the Business Opportunity

- Assignment 2.1 Quick Financial Measures 5%
- Assignment 2.2 Business Evaluation 5%

### Module Three: Money Matters

- Assignment 3.1 Cash Flow 5%
- Assignment 3.2 Banks 5%
- Assignment 3.3 Keeping the Books (Discussion 4%; Chapter Problems and Applications 5%)
- Assignment 3.4 Payroll and Contract Work 4% (Discussion)

### Module Four: Entrepreneurship

- Assignment 4.1 Entrepreneurship 5%
- Assignment 4.2 Franchising 5%

### Module Five: Marketing

- Assignment 5.1 The Target Audience 5%
- Assignment 5.2 The Product Life-Cycle 4% (Discussion and Questions)
- Assignment 5.3 The Almost Customer 5%
- Assignment 5.4 The Distribution System 5%

### Module Six: Human Resources

- Assignment 6.1 Hiring and Management 5%
- Assignment 6.2 Compensation 4% (Discussion)
- Assignment 6.3 Retention 5%

### Module Seven: The Business Plan

- Assignment 7.1 The Business Plan (You will complete a Business Plan with a partner or two) 20%

## Grade Equivalents and Course Pass Requirements

*A minimum grade of D (50%) (1.00) is required to pass this course.*

Letter	F	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
Percent Range	0-49	50-52	53-56	57-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-100
Points	0.00	1.00	1.30	1.70	2.00	2.30	2.70	3.00	3.30	3.70	4.00	4.00

**Students must maintain a cumulative grade of C (GPA - Grade Point Average of 2.00) in order to qualify to graduate.**

### Attendance

Active participation is required in all courses within the Renewable Energy and Conservation certificate and diploma programs. Each facilitator designates these requirements through the use of tools within the management system and personal contact with learners.

These expectations can be given marks as part of the assessment process. Each course outlines these expectations within the course structure.

For example, learners can be asked to demonstrate their participation/attendance through discussion forums, sharing research results, contributing relevant information, submitting assignments, communicating with colleagues and the facilitator, and participating in synchronous meetings or asynchronous activities.

Attendance is considered vital to the learning process. Absenteeism is recorded. For example, if a discussion forum is organized; the learner is expected to attend as per the guidelines set by the facilitator.

Students can request for an excused absence. An excused absence is one that is verified with your facilitator.

### Module Units/Topics

Module One: Introducing Small Business Management

- Learning Activity 1.1 Introductions and Definitions
- Learning Activity 1.2 Forms of Small Business

Module Two: The Business Opportunity

- Learning Activity 2.1 Paint by Numbers
- Learning Activity 2.2 Business Evaluation

Module Three: Introduction to Money Matters

- Learning Activity 3.1 Cash Flow
- Learning Activity 3.2 Banks
- Learning Activity 3.3 Keeping the Books
- Learning Activity 3.4 Payroll and Contract Work

Module Four: To Build or Buy

- Learning Activity 4.1 Entrepreneurship
- Learning Activity 4.2 Franchising

Module Five: Marketing

- Learning Activity 5.1 The Target Audience
- Learning Activity 5.2 Product Life-Cycle
- Learning Activity 5.3 The Almost Customer
- Learning Activity 5.4 The Distribution System

Module Six: Human Resources

- Learning Activity 6.1 Hiring and Management
- Learning Activity 6.2 Compensation
- Learning Activity 6.3 Retention

Module Seven: The Business Plan

- Learning Activity 7.1 The Business Plan (You will complete a business plan with partners)



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