

BA546
Small Business Management I
3 Credits

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BA546 Version: 21



Small Business Management I

Calendar Description

This course covers the fundamentals of successfully managing and operating a small business. Emphasis is on planning and strategy in the areas of operation, finance and marketing. Instruction involves a combination of lectures, discussions, a project and a simulation.

Rationale

This is a required course for students of the Small Business and Entrepreneurship major. Small business is the backbone of the Canadian economy. A strong small business sector is vital to Canada's economic independence. The course provides the basic knowledge necessary to start and successfully manage a small business.

Prerequisites

AC130 and MK170

Co-Requisites

None

Course Learning Outcomes

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

1. describe major business functions and how they apply to small business.
2. name and explain various sources of finance (government and private sector) available to small business.
3. create a business plan.
4. present this business plan.
5. explain factors of location analysis.
6. summarize various marketing tools and strategies.
7. discuss legal concerns.
8. evaluate criterion in buying a business.

Resource Materials

Required Text:

Knowles, R., & Castillo, C. (2011). *Small business: An entrepreneur's plan* (7th Enhanced Canadian ed.). Toronto: Nelson.

Reference Text:

None

Conduct of Course

The 45 hours course consists of lectures, class discussion, presentations, projects, and group work.

Because many of the classes are focused around group work, your attendance is not only critical to your own success level but also for the success of your group member.

Class discussions are conducted with the understanding that each student has adequately prepared the required material in advance. Active participation in class is expected.

Evaluation Procedures

The final grade is an aggregate of the following components:

Business Plan	30%
Presentations	10%
Exams	<u>60%</u>
	100%

Late assignments or missed exams are marked.

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

Regular attendance is essential for success in any course. Absence for any reason does not relieve a student of the responsibility of completing course work and assignments to the satisfaction of the instructor. Poor attendance may result in the termination of a student from a course(s).

The instructor will recommend that the Registrar withdraw any student who does not meet the established attendance requirements. A failing grade of RW (Required to Withdraw) will appear on the student's transcript.

In cases of repeated absences due to illness, the student may be requested to submit a medical certificate.

Instructors have the authority to require attendance at classes.

Course Units/Topics

Topic	Chapter
Exploring Options	1
Learning from the Competition	5
Pricing and Promoting	6
Distribution and Location	7
Legal Concerns	8
Risk Management Issues	9
The Power of Numbers	10
Financing	11
Buying a Business	13
Buying a Franchise	14
Building and Managing a Winning Team	12



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