



# Douglas College

## Course Information

A: Division: **INSTRUCTIONAL** Date: **SEPTEMBER 1998**  
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course:  
 Program: **HABITAT RESTORATION** Revision of Course Information form: **MARCH 1975**  
 C: **BUSN 111** D: **SMALL BUSINESS MANAGEMENT** E: **3**

Subject & Course No.

Descriptive Title

Semester Credit

<p>F: Calendar Description: This course provides students in the Habitat Restoration Program with an introduction to the theoretical and practical aspects of the start-up and management of a new venture. Topics include: Business plan development, financing a business, marketing, financial management and systems, personnel management, customer relations, leadership, and communications. Emphasis will be placed on the start-up of a small business consulting practice.</p>	<p>Summary of Revisions: 1998-01 Sections: B,F,G,J,N,O,P,Q,R</p>
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G: Type of instruction: Hrs per week

Lecture:	3	Hrs.
Laboratory:		Hrs.
Seminar:	1	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify)		
Total:	4	Hrs.
Semester Total (4 x 15wks):	60	Hrs.

H: Course Prerequisites:  
nil

I: Course Corequisites:  
nil

J: Course for which this Course is a Prerequisite:  
nil

K: Maximum Class Size:  
35

L:

College Credit Transfer	
College Credit Non-Transfer	X
Non-Credit	

M: Transfer Credit: Requested:   
Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU  
SFU  
UBC  
UNBC  
UVIC  
Other:

Course Designer(s): L. Mackenzie

Vice-President, Instruction: J. McKendry

Dean: J. Sator

Registrar: P. Angus

**N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS**

Balderson, Wesley D. Canadian Small Business Management, Latest Ed. Irwin.

**O: LEARNING OUTCOMES**

The learner has reliably demonstrated the ability to:

1. develop preliminary pro-forma financial statements using computerized spreadsheets;
2. determine market potential for a consulting business;
3. develop a business plan;
4. describe the legal requirements to start a small business;
5. identify sources of financing.
6. develop a marketing plan;
7. develop a promotional campaign;
8. develop a budget;
9. describe the elements of systems relating to accounting, payroll, inventory control and cash handling;
10. demonstrate an understanding of financial control techniques;
11. describe and demonstrate the methods of hiring and training of employees;
12. describe and illustrate principles of effective personnel management relative to leadership styles;

**P: COURSE CONTENT**

1. The Small Business Decision
  - personal capabilities evaluation
2. Evaluation of Business Opportunity
  - non-quantitative assessment
  - steps in quantitative assessment
  - feasibility analysis

3. Organizing a Business
  - business plan components
  - forms of business ownership/legal requirements
  - small business plan checklist
4. Financing the Small Business
  - equity and debt financing
  - government programs
5. Marketing Management
  - marketing plan
  - marketing checklist
6. Financial Management
  - fundamentals of small business accounting
  - budgets
  - financial planning and operations control
7. Personnel Management
  - best practices in personnel management

**Q: METHOD OF INSTRUCTION**

Lectures, seminar discussions, case study analysis, role playing and business plan project.

**R: COURSE EVALUATION**

Midterm Examination	20%
Group Project	15%
Business Plan ( <i>10% before midterm</i> )	30%
Final Examination	25%
Participation	<u>10%</u>
	<u>100%</u>