



EFFECTIVE: SEPTEMBER 2002

CURRICULUM GUIDELINES

A: Division: **Instruction** Date: **November 2001**
B: Department/ **Commerce & Business Admin.** New Course Revision
 Program Area: **Habitat Restoration**
 If Revision, Section(s) Revised: **H**
 Date Last Revised: **1998-09: B,F,GF,J,N,O,P,Q,R**

C: BUSN 111 D: Small Business Management E: 3

Subject & Course No.	Descriptive Title	Semester Credits
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.		
G: Allocation of Contact Hours to Types of Instruction/Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 3 Hrs. Seminar: 1 Hr. Total: 4 Hrs. Number of Weeks per Semester: 15 Weeks X 4 Hrs per week = 60 Hrs.	H: Course Prerequisites: Effective September 2002, Academic English 12 with a grade of "C" or better or equivalent.	
	I: Course Corequisites: nil	
	J: Course for which this Course is a Prerequisite: nil	
	K: Maximum Class Size: 35	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: Requested <input type="checkbox"/> Granted <input type="checkbox"/> SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)		
M: Course Objectives/Learning Outcomes		

At the end of the course, the successful student should be able 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;

N: Course Content

1. The Small Business Decision
 - C personal capabilities evaluation
2. Evaluation of Business Opportunity
 - C non-quantitative assessment
 - C 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

O: Methods of Instruction

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

P: Textbooks and Materials to be Purchased by Students:

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

Q: Means of Assessment

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

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

Course Designer(s): **Lorne Mackenzie**

Education Council/Curriculum Committee
Representative

Dean/Director: **Jim Sator**

Registrar: Trish Angus