



EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **September 2004**

B. Department / Program Area: **Commerce & Business Admin.** Revision New Course
 If Revision, Section(s) Revised: **C**
 Date of Previous Revision: **September 2002**
 Date of Current Revision: **September 2004**

C: BUSN 1111 D: Small Business Management E: 3

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

M: Course Objectives / Learning Outcomes

At the end of this 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
 - 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

O: Methods of Instruction

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

<p>P: Textbooks and Materials to be Purchased by Students</p> <p>Balderson, Wesley D. <u>Canadian Small Business Management</u>, Latest Ed. Irwin.</p>												
<p>Q: Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Midterm Examination</td> <td style="text-align: right;">20%</td> </tr> <tr> <td style="padding-left: 20px;">Group Project</td> <td style="text-align: right;">15%</td> </tr> <tr> <td style="padding-left: 20px;">Business Plan (<i>10% before midterm</i>)</td> <td style="text-align: right;">30%</td> </tr> <tr> <td style="padding-left: 20px;">Final Examination</td> <td style="text-align: right;">25%</td> </tr> <tr> <td style="padding-left: 20px;">Participation</td> <td style="text-align: right;"><u>10%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table>	Midterm Examination	20%	Group Project	15%	Business Plan (<i>10% before midterm</i>)	30%	Final Examination	25%	Participation	<u>10%</u>		<u>100%</u>
Midterm Examination	20%											
Group Project	15%											
Business Plan (<i>10% before midterm</i>)	30%											
Final Examination	25%											
Participation	<u>10%</u>											
	<u>100%</u>											
<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No.</p>												

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

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**

© Douglas College. All Rights Reserved.