



EFFECTIVE: JANUARY 2009 CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **January 2009**

B. Department / Program Area: **Commerce & Business Admin.** Revision New Course

If Revision, Section(s) Revised: **H**

Date of Previous Revision: **September 2004**

Date of Current Revision: **August 2008**

C: **BUSN 1111** 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 Type 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 Hours Seminar: 1 Hour Total: 4 Hours Number of Weeks per Semester: 15 Weeks X 4 Hours per Week = 60 Hours	H: Course Prerequisites: nil	
	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: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)		

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>
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	<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: **Robert Buller**

Registrar: **Trish Angus**

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