

# Business Administration

Course Number:	<b>BUAD 298</b>
Course Title:	<b>SMALL BUSINESS MANAGEMENT</b>
Credits:	3
Calendar Description:	This course introduces students to rational problem solving and decision making process that will be applied to typical marketing, management and financial concerns that small business managers need to address. Other topics that will be explored include growing a business, franchising, family businesses, succession planning, and exit strategies ( <i>also offered by Distance Education</i> ).
Semester and Year:	<b>WINTER 2019</b>
Prerequisite(s):	BUAD 111 or 131, 116, 123, 128, 195
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Management Specialty Required Diploma, Management and Marketing Options - Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	1993
EDCO Approval:	May 2016



**Evaluation Procedure**

Small Business Review Assignment - Individual	10%
Discussions / Participation - Individual	15%
Mid-term Exam - Individual	20%
Final Exam - Individual	30%
Case Analysis - Group	25%
Total	100%

**Notes**

<p><b>Mid-Term &amp; Final Exams</b>                  The midterm and final exam will include case analysis and concepts discussed in class. The final exam is cumulative. Students must have an average passing grade of 50% or greater for the exam portion of the grade in order to pass the course.</p>
<p><b>Business Review Assignment – 10%</b>                  Students will select a business related book to read or a business topic that they feel is <i>highly relevant to small business</i>. They will research the topic and prepare an oral presentation with the findings of the investigation in terms of how the book or topic is relevant to the success of small business. Students will develop a presentation to brief the class on their chosen book or topic.</p>
<p><b>Case Analysis – 25%</b>                  Working in small groups students will use a guided approach to prepare written analysis of assigned cases based on the methodology presented.</p>
<p><b>Class Discussions/Participation – 15%</b>                  Students are expected to come prepared to class having completed the assigned readings and engage in the case analysis discussion and presentations.</p>

**Optional Texts/Resources**

Small Business Management: Launching and Growing New Ventures, 6th Edition ©  
 2013/20147998 ref72.504 360.55 467.11 0.47998 ref539.62 360.55 0.47998 ET204 214.01 46



## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND**