



**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
<b>F:</b> 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.		
<b>G:</b> Allocation of Contact Hours to Types of Instruction/Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 3 Hrs.</b> <b>Seminar: 1 Hr.</b> <b>Total: 4 Hrs.</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hrs per week = 60 Hrs.</b>	<b>H:</b> Course Prerequisites: Effective September 2002, Academic English 12 with a grade of "C" or better or equivalent.	
	<b>I:</b> Course Corequisites:  nil	
	<b>J:</b> Course for which this Course is a Prerequisite:  nil	
	<b>K:</b> Maximum Class Size:  35	
<b>L:</b> 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 ( <a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a> )		
<b>M:</b> 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.

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

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Education Council/Curriculum Committee  
Representative

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Dean/Director: **Jim Sator**

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Registrar: Trish Angus