



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 |
|----------------------|-------------------|------------------|
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| | <p style="text-align: right;">plan</p> <p>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> | |
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| <p>G: of Instruction</p> <p>/ Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> | <p>H: Course Prerequisites:</p> <p>nil</p> |
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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:

College Credit Non-Transfer
 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: Textbooks and Materials to be Purchased by Students

Balderson, Wesley D.