

# Business Administration

Course Number: **BUAD 298**

Course Title: **SMALL BUSINESS MANAGEMENT**

Credits: 3

Calendar Description: The case study method will be used in this course. Students will be

**Professors**

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**Learning Outcomes**

Upon completion of this course students will be able to

- apply critical thinking and analytical skills that are required to run a small business.
- explain the interactions of small business functions such as decisions in marketing, finance, operations and human resources management.
- identify problems and opportunities in the context of small business management and operations.
- construct rational business decisions by effectively examining options and minimizing risks.
- integrate the use of information tools for monitoring and reporting in a small business setting.
- evaluate the sales, operational and managerial requirements of a small business.
- apply the knowledge and skills necessary for the financial management of a small business.
- investigate the challenges faced by growing and expansion-oriented firms.
- investigate problems facing family-owned and operated businesses.
- discuss the importance of succession planning.

**Course Objectives**

This course will cover the following content including:

- Aspects of different types of small business management and ownership
- The necessity of an effective business plan and what needs to be included in such a plan
- The need to consider various pricing strategies in the marketing of products and services
- The challenges and rewards of branching out into a global market
- Location, selection and set up of the physical space
- Business management and control systems
- Financial systems including necessary checks and balances
- Exit and harvesting strategies for small businesses



Course Schedule

Week of:	Tues. Sept 8 College-wide 444.6 6 11D3.3ay76 292.92 51.84 re	

## **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 ACADEMIC HONESTY**

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