

# Business Administration

Course Number: **BUAD 298**

Course Title: **SMALL BUSINESS MANAGEMENT**

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 (





Course Schedule

Date		Class Topics and Assignments	Readings
2020 Week of:		Wednesday, September 9 First Day of Classes Monday, October 12 Statutory Holiday Wednesday, November 11 Statutory Holiday	
<b>Sep</b>	9	Course Structure Small Business in BC Overview	<i>Reading #1: BC Small Business Profile 2019 (Pages 1-16 -Executive Summary &amp; Small Business Growth)</i>
	14	Competitive Advantage Review The impact of COVID19 on Small Business Competitive Advantage <b>Quiz 1 – Small Business Overview</b>	<i>Reading #2 Business Opportunities During the New Normal</i> <i>Reading #3 Case: Optics Signs (Pages 1-3 before Year One)</i>
	21	Environmental Scanning Tools and Techniques for Small Business Case Analysis Practice	<i>Reading #4 Case: Optics Signs An Pages 1-13 - full case)</i>
	28	Marketing in Small Business Completing the Case Analysis <b>Quiz 2 - Marketing</b>	<i>Reading #5 The of Marketing Strategy (refresher for Small Business)</i>
		HR in Small Business	

Oct 5

## **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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### **What is the Disruption of Instructional Activities?**

examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

permission for course credit towards a certificate, diploma, degree-2370050>210048004740 G[ ( )]T04(r)-3(s)-629(S)fRentsr