

Business Administration

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| 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 (<i>also offered by Distance Education</i>). |
| Semester and Year: | FALL 2021 |
| Prerequisite(s): | BUAD 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 |

Professors

Notes**Final Exams**

The 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.

Book Report Assignment – 10%

Students will select a business related book to read that they feel is *highly relevant to small business*. They will research the topic and prepare a report with the findings of the investigation in terms of how the book or topic is relevant to the success of small business.

Case Analysis – 30%

Students will use a guided approach to prepare written analysis of assigned cases based on the methodology presented. Students who participate effectively in the online discussion forum can earn a potential 2% per assignment in bonus marks.

Online Quizzes – 10%

Students are expected to complete five online quizzes available on Moodle that cover the topic areas discussed in the corresponding lessons.

Term Assignments and Participation – 10%

Additional activities include submitting of assigned class work and posting in the Moodle discussion area. Activities will be graded as 'Satisfactorily Completed' or Not Satisfactory Completed.' Not all additional activities will be weighted equally. See individual activity descriptions posted throughout the course for the value of the activity towards your final grade.

Important Note: All quizzes, reports, assignments and exams are to be done on your own. You may not copy information from Moodle or other sources into your own assignments. You may share ideas in the Moodle discussion area, but each individual student is responsible for his or her own contribution.

Intellectual Property Notice

All slides, presentations, handouts, tests, exams, and other course materials created by the instructor in this course are the intellectual property of the instructor. A student who publicly posts or sells an instructor's work, without the instructor's express consent, may be charged with misconduct under the Okanagan College Academic Integrity Policy and/or Code of Conduct, and may also face adverse legal consequences for infringement of intellectual property rights.

Resources

Readings, videos and case studies will be made available through the Moodle course website.

Students are required to purchase the assigned Case through Harvard Business. A link with instructions is included on the Moodle course website. The cost of the case is less than \$10.

