

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 instructed in the use of rational problem solving and decision making in marketing, HR management, purchasing and inventory management, financial control, and areas facing the small business manenwa

Professors

| Name | Phone number | Office | Email |
|-----------------|---------------------|---------------------|--|
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Learning Outcomes

Upon completion of this course students will be able to:

- x Apply critical thinking and analytical skills that are required to run a small business.
- x Explain the interactions of small business functions such as decisions in marketing, finance, operations and human resources management.
- x Identify problems and opportunities in the context of small business management and operations.
- x Construct rational business decisions by effectively examining options and minimizing risks.

Course Schedule

| Date | | Topics & Readings | Lab Classes |
|--------|--------|--|------------------------|
| Dates: | | Mon. Jan 5 Classes begin Family Day Feb 9 & Feb 10 to 13 Reading Break – no classes Good Fri. Apr 3 & Easter Mon. Apr 6 – no classes Tues. Apr 14 Last day of regularly scheduled classes | |
| Jan | 7/9 | Entrepreneurship & Small Business in BC Reading: BC Small Business Profile 2014 | No lab |
| | 14/16 | Need for Competitive Advantage Reading: The Most Common Strategy Mistakes Case #1 Reading - Marketing | Case Method Discussion |
| | 21/23 | Case Methodology Introduction and Practice Case #1 Analysis | Case #1 Research |
| | 28/30 | Franchising and Buyouts Reading: Proposed B.C. franchise law is pro-business, not anti-business Case #1 Presentations | Lab #1 Market Analysis |
| Feb | 4/6 | Small Business Market Research & Forecasting Case #2 Reading - Operations Book Review Selection | Lab #1 Due |
| | 9 - 13 | READING BREAK (Feb 9 to 13 – no classes) | |
| | 18/20 | Product, Distribution, Promotional and Pricing Strategies Global Marketing Reading: Canada's 10 most remarkable small businesses | Case #2 Research |

