# **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

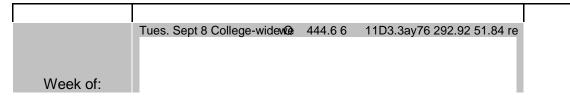
- apply critical thinking and analytical skills that are required to run a small business.
- explain the interactions of small business functions such as decisions in marketing, finance, operations and human resources management.
- identify problems and opportunities in the context of small business 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**



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