

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: SMALL BUSINESS MANAGEMENT

CODE NO.: BUS326 SEMESTER: FIVE

PROGRAM: COMPUTER PROGRAMMER ANALYST

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DEAN, SCHOOL OF BUSINESS & HOSPITALITY

SMALL BUSINESS MANAGEMENT

BUS326

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COURSE NAME

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COURSE CODE

**I. PHILOSOPHY/GOALS**

This course includes procedures for starting a business, or managing and operating an existing business. The course expands knowledge gained in previous accounting, marketing, and human resource courses, and organizes this knowledge for effective small business management. Objectives are best accomplished via the preparation of a business plan for their own selected business.

**II. STUDENT PERFORMANCE OBJECTIVES**

Upon successful completion of this course, the student will be able to:

1. Prepare a business plan concentrating on finance, operations/production, marketing, and human resources.
2. Design a marketing plan.
3. Prepare and write cashflow, income statement, and balance sheet projections for a business.
4. Prepare and write a human resources programme
5. Analyze the balance sheet and income statement with regard to starting a new business or investing in an existing one.

**III TOPICS TO BE COVERED**

1. Introduction
2. Accounting review
3. Computerized Business Simulation
4. The Business Plan
5. The mission statement, goals, objectives, policies, procedures, strategy, tactic

**SMALL BUSINESS MANAGEMENT**

6. Business, industry and operations
7. The marketing plan
8. The human resource plan
9. Sales forecasting
10. Financial statements
11. Analyzing financial statements

**IV. LEARNING ACTIVITIES/REQUIRED RESOURCES**

1. Introduction

Learning Activities

Focus on the positioning of this course with respect to the entrepreneur and management of large organizations

Discuss the teaching methods to be used including lecture, class discussion, group work, overheads, films, guest speakers and term project.

Review the evaluation methods thoroughly.

Know the teacher's expectations regarding attendance, participation, assignments, tests and final grades

Prepare for the term project, requirements and evaluation.

Prepare for the computer business simulation

Resources

the computer business simulation, term project, course outlines



2. Accounting review

Learning Activities

Review the balance sheet and income statement

Review basic bookkeeping concepts

Resources

Sowa Sales, Jerry Dow, Gary Meyers, Accounting Test#1(home),  
Accounting Test#2(class), the Money Plan

3. Computerized business simulation

Learning Activities

Learn how to execute the computer program

Calculate input requirements

Resources

Text: Allison Industries: a Business Management Simulation

4. The business plan

Learning Activities

Identify marketing, finance, people, operations: the primary  
ingredients of The Business Organization Chart.

List the major headings in the business plan

Resources

Hand out: The Business Plan; sample business plans

5. The mission statement, goals, objectives, policies, procedures, strategy, tactic

Learning Activities

Write your mission statement (this is your dream)

Establish and write the goals for the firm

Establish and write the objectives for the firm

Define your policies, procedures and rules

Discuss components of business name, cover page and table of contents for business plan

Resources

Hand out: Goals/objectives, mission statements for Sault College, YMCA, IBM

6. Business, industry and operations

Learning Activities

Recognize the three basic types of businesses

Identify each product/service you will provide

Determine your industry size, characteristics and trends

Design and write each operation of your business

List all inventory requirements

List labour requirements

List physical requirements: building, location, equipment

Resources

Lecture notes, classroom group work

7. The marketing plan

Learning Activities

Review the total marketing concept in terms of target markets and marketing mix.

Investigate the available market research on your industry and business

Select the target markets for your business plan

Choose the best marketing mix (4-P's) for the business plan

Analyze your competition and prepare information for the business plan

Resources

Lecture notes, class room group work

8. Sales forecasting

Obtain the primary and secondary data needed for forecasting

Prepare the sales forecast for your business plan

Resources

Class room group work



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9. Financial statements

List all of the assets that will be needed

List all expenses that you will occur in the first year

Determine organization (sunk) costs

Determine personal items that will be placed into the business

Prepare a projected (budget) income statement for the business plan for one year and five years

Determining break-even sales

Calculate your opening day cash requirements.

Calculate opening day inventory requirements

Complete a pro-forma balance sheet for your company

Complete a cash flow statement for your company.

Compare the cash flow statement and the income statement

Resources

assignment#3A,B,C, assign#4, industry averages sheet

10. Analyzing financial statements

Review ratio analysis from a management point of view

Analyze liquidity (working capital)

Analyze solvency (long term debt position)

Analyze profitability

Learn to deal with banker

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**Resources**

assign#5,#6, Test#3

**IV EVALUATION METHODS**

Term project - the business plan	50	marks
Assignment#1 to #5	25	
Test#1 to #3	25	
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	100	%

\* Other to be discussed with the instructor

A+=90-100 A=80-89 B=70-79 C=60-69 R=59 minus

**FINAL ASSESSMENT:**

Plans will be presented written, and verbally to the class. All assignments relate directly to their respective areas of the plan, and, if completed correctly, can be directly inserted into the term project. Tests are used to determine topic readiness, and time required to review skills learned in previous courses.

**VI REQUIRED STUDENT RESOURCES**

TEXT: Allison Industries, A management Simulation  
Charles Stephen White

**VII SPECIAL NOTES**

Students will be required to complete assignments, term project and readings as assigned.

Students with special needs(eg. physical limitations, visual impairment, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with instructor.

Your instructor reserves the right to modify the course as he/she deems necessary to meet the needs of the students.