

SAULT COLLEGE of ARTS and TECHNOLOGY
SAULT STE MARIE, ONTARIO

COURSE OUTLINE

Course Title: SMALL BUSINESS MANAGEMENT

Code: ~~BUS 326~~ **BUS-310**

COMPUTER PROGRAMMER ANALYST

Level: 5

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Date: SEPT. 1997

Previous Outline Date: none

Approved:


DEAN

97 06 09
DATE

Credits: 4

Length of Course: 4 HOURS/ WEEK FOR 16 WEEKS

Total Credit Hours: 64

I. DESCRIPTION/PHILOSOPHY

A computerized business simulation is completed to allow practise of the concepts of business management. The simulation introduces marketing, financial, human resource and production concepts.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE

A Learning Outcomes

A computerized business simulation will be used to complete the learning outcomes detailed below.

1. Examine balance sheet and income statement and evaluate the company's present position
2. Develop a five year strategic plan for the company.
3. Design a marketing programme for the company.
4. Design a production program for the company
5. Propose a human resource strategy for the company
6. Evaluate the relationship between specific management decisions to determine the effects on the total operation.
7. Demonstrate by means of regular attendance, punctuality, respect for fellow students as well as equipment, a willingness to assume the responsibility of employment.

B. Learning Outcomes and Elements of the Performance

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

OUTCOME 1. Examine balance sheet and income statement and evaluate the company's present position

Elements of the performance

Compute and analyze financial ratios

Apply the balance sheet and income statement ratios and concepts to evaluate the past performance of the company.

Evaluate the present liquidity, solvency, and profitability of the company.

This learning outcome will constitute 15% of the course's grade.

OUTCOME 2. Develop a five year strategic plan for the company.

Elements of the performance

Prepare mission/goals/objectives for the next five year period

Formulate long range sales forecasts

Formulate long range production requirements

Determine production facilities that will be needed

Determine loans, bonds and share offerings for the immediate and future periods

This learning outcome will constitute 15% of the course's grade.

OUTCOME 3. Design a marketing programme for the company.

Elements of the performance

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

Determine primary and secondary market research data needed for forecasting

Select the target markets for your marketing plan

Choose the best marketing mix (4-P's).

Determine break-even sales

Complete a first quarter sales budget

This learning outcome will constitute 15% of the course's grade.

OUTCOME 4. Design a production program for the company

Elements of the performance

Evaluate the present inventory strategy in terms of size, cost and flexibility

Prepare inventory controls

Institute professional purchasing guidelines

Assess the costs of failures and the cost of good quality to the firm

Prepare a production schedule for each quarter

This learning outcome will constitute 15% of the course's grade.

OUTCOME 5. Propose a human resource strategy for the company

Elements of the performance

Analyze effects of people decisions on moral and production efficiency

Establish management and employee ratios

Establish benefit programs and costs

Set management and employee pay rates

This learning outcome will constitute 15% of the course's grade.

OUTCOME 6. Evaluate the relationship between specific management decisions to determine the effects on the total operations.

Elements of the performance

Calculate changes in the financial statements from all management decisions each quarter.

Demonstrate the effects of a change in marketing strategy

Examine the effects of a change in human resources policies

Scrutinize the effects of production decisions

Examine the costs of various types of financing

This learning outcome will constitute 15% of the course's grade.

OUTCOME 7. Demonstrate by means of regular attendance, punctuality, respect for fellow students as well as equipment, a willingness to assume the responsibility of employment.

Elements of the performance:

- be present for all scheduled classes
- be present in the lab or classroom within 5 minutes of the scheduled starting time
- be present for the taking of attendance
- provide a satisfactory reason for leaving the class early
- provide a reasonable excuse to the professor for being absent from the class
- provide a written statement to the professor explaining the reason(s) for being absent on assignment due dates or the date of a scheduled class test.
- demonstrate behavior that does not interfere with or obstruct the over-all learning environment.
- actively participate in all course assignments and projects.
- operate any and all lab/classroom equipment according to guidelines prescribed by the college and/or professor

This learning outcome will constitute 10% of the course's grade.

III TOPICS TO BE COVERED

1. Accounting up to the preparation of financial statements
2. Financing of a business including loans, bonds and capital stock
3. Business Marketing.
4. Sales forecasting
5. Human resources in a business environment
6. Production/operations referencing inventory control, purchasing, budgeting

IV REQUIRED RESOURCES/TEXTS/MATERIALS

TEXT: The Business Strategy Game
A. Thompson & G. Stappenbeck
Richard D. Irwin
ISBN:
Book comes with 2 - computer diskettes

2 - 3.5 HD blank computer diskettes

VI EVALUATION PROCESS/GRADING SYSTEM

Computer simulation assignments and testing

Students will be evaluated on a maximum of one written tests..25%

Successful completion of the business simulation, including business simulation assignments..65%

A participation mark of 10% is given. Attendance is very important as no one textbook is suitable for the course, and most material is delivered in the classroom

TIME FRAME

The course involves four periods per week for the entire semester. Two periods are teacher instructional and two periods are unsupervised. Students are expected to attend class and participate in class activities

METHOD OF ASSESSMENT(GRADING SYSTEM)

Students will be assessed on the basis of their tests, assignments, and participation mark. The following letter grades will be assigned in accordance with Business Department guidelines.

A+	Consistently outstanding	(90%-100%)
A	Outstanding achievement	(80%-89%)
B	Consistently above average	(70%-79%)
C	Satisfactory or acceptable achievement	(60%-69%)
R	Repeat--the student has not achieved the objectives of the course and the course must be repeated	(less than 60%)
X	A temporary grade, limited to situations with extenuating circumstances, giving a student additional time to complete course requirements	

VIII SPECIAL NOTES

Special needs

Students with special needs(e.g. physical limitations, visual impairment, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with instructor and/or contact the Special Needs Office so that support services can be arranged for you.

Plagiarism

Students should refer to the definition of "academic honesty" in the "Statement of Student Rights and Responsibilities"

Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor.

In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced and to credit the author of the material, it is the policy of the department to employ a documentation form for referencing resource material

Advanced Standing

Students who have completed an equivalent post-secondary course should bring relevant documents to the Coordinator, Business Department

Retention of Course Outlines

It is the responsibility of the student to retain all course outlines for possible future use in gaining advanced standing a other post-secondary institutions

Substitute course information is available at the registrar's office

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