

DISCLAIMER: This course outline is only a sample and is subject to change. Course materials, assignments, dates, and weighting will vary depending on delivery format and instructor.

Territory Acknowledgement

We acknowledge and respect the ɫə́kwəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.

Small Business Management BMBA 290

Course Description

Small businesses represent a vital economic activity in Canada, and small business owners and managers must quickly develop a broad range of entrepreneurial and managerial skills in order to prosper and grow their companies. BMBA 290 provides essential business skill development in marketing, business modelling and strategic planning, scaling up, understanding customers and delivering value, managing cashflow, funding and financing, intellectual property protection, risk management, social entrepreneurship and business transition for small business owners, and for those interested in small business management and entrepreneurship.

Learning Outcomes

Upon completion of this course, you will be able to:

- **Predict** the impact of macro-environmental forces – social, economic, technical, political and competitive forces – on small businesses
- **Recommend** appropriate strategic marketing and customer development plans and tactics
- **Evaluate** funding and financing alternatives
- **Evaluate** value proposition and business model alternatives
- **Interpret** intellectual property protection, recommend global risk mitigation strategies, and evaluate business transition strategies.
- **Evaluate** the entrepreneurial journey relative to your own career goals and objectives.

Instructional Strategies

The instructor will use lecture and workshop format for material delivery, and in-class group work and discussions to deliver the course content. Students are expected to attend all classes, to share in their learning and to be respectful of one another. Participation includes respectful active listening, not just talking. Someone who dominates class discussions will NOT earn extra points.

Prerequisites [BMBA100 Business Administration](#)

Resources

The textbook used in this course is:

Canadian Entrepreneurship & Small Business Management, 11th Edition, Wesley Balderson and Peter Mombourquette, McGraw Hill Ryerson, ISBN-10 1260065901

Weekly Schedule

Week	Topics	Readings and Activities
Week 1	- Introduction to the course - Contributions of Small Business to the Economy	Chapter 1
Week 2	- Getting into business – buying, franchising, family business, IP sale	Chapter 5
Week 3	- Understanding customers – empathy map, market research activities, overview of the marketing plan	Chapters 3 & 7 Assignment #1
Week 4	- Delivering value – value proposition canvas	Chapter 7
Week 5	- Business models – business model canvas	
Week 6	- Business growth – Part 1	Chapter 13
Week 7	- Business growth – Part 2	Chapters 10 & 11 Assignment #2
Week 8	- Introduction to funding and financing	Chapters 6 & 9
Week 9	- Effective pitches - Global risk management	
Week 10	- Marketing and business development	Chapter 8
Week 11	- Intellectual property protection - Management help	Chapter 12
Week 12	- Business transition strategies	Chapter 14 Final presentation slides due
Week 13	- Course summary - Group presentations	Final presentation – in class

**Submissions are due on the day of the week that corresponds to the day of your class.*

Evaluation

Assignment	Due Date	Mark
Assignment 1 Macro-environmental Scan Paper	Sunday of Week 3	25%
Assignment 2 Business Model Canvas and accompanying briefing note	Sunday of Week 7	30%
Assignment 3 Business Presentation and accompanying slides	Slide on Friday of Week 12 In-class presentation on Week 13	30%
In-class participation	Throughout	15%

Assignments

Assignment 1 | Macro-environmental Scan Paper (*Individual assignment*)

Grade: 25% of final grade

Suggested start date: Wednesday, Week 2

Due date: 11:59 p.m. Pacific Time, Monday, Week 3

Length: No more than 1,500 words

Objective: In this assignment, you will write a short paper (1,500 words or less) which presents the results of a Macro-environment Scan (STEP-C Analysis), as discussed in Unit 2. Macro-environmental Scans help entrepreneurs and small business owners look ahead for risks, changes, trends, and competitive changes that may impact their businesses, positively and negatively. You are tasked with analyzing social, technological, economic, political and competitive factors and trends that would impact your own small business, or small business known to you. You will be conducting research on the internet or through other sources to analyze trends, and will present a short paper to address the STEP-C Analysis.

Assignment 2 | Business Model Canvas and accompanying briefing note (*Individual assignment*)

Grade: 30% of final grade

Suggested start date: Monday, Week 7

Due date: 11:59 p.m. Pacific, Sunday, Week 7

Length: 1 page (business model canvas) plus 500 words (briefing note)

Objective: In this assignment, you will complete a Business Model Canvas (BMC) slide and an accompanying briefing note (maximum 500 words) to provide a written description of the chosen business concept. The content of your briefing note will be an overview of your BMC and key details for a new or improved business idea. You can select your own small business, or a small business familiar to you, for this assignment.

Assignment 3 | Business Presentation and accompanying slides (*Group assignment*)

Grade: 30% of final grade

Suggested start date: Monday, Week 5

Due date: 11:59 p.m. Pacific, Friday, Week 12

Length: 15 slides maximum, plus appropriate appendices

Objective: In this final assignment, you will select one of the individual ideas from Assignment #2 and present a plan to grow the business with the help of the viewer, either playing the role of a prospective investor, partner, or strategic customer. The structure of the presentation should apply the principles of delivering effective pitches and cover off all the key elements of successful business planning covered in the course.