

***Disclaimer:** This is a sample course outline and is subject to change. Official course outlines will vary depending on delivery format and instructor*

Territory Acknowledgement

We acknowledge and respect the lək'wəŋən 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.

BMBA290: Small Business Management

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.

This course provides essential business skill development in marketing, business modelling and strategic planning, scaling up, understanding customers and delivering value, managing cash flow, 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 Objectives

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

- Predict the impact of macro-environmental forces - social, technological, economic, 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, government compliance requirements and recommend global risk mitigation strategies
- Evaluate the entrepreneurial journey relative to your own career goals and objectives

Resources

The textbook used in this course is:

Canadian Entrepreneurship & Small Business Management, 12th Edition, Wesley Balderson and Peter Mombourquette, McGraw Hill Ryerson (hard copy or e-text)

Additional online resources/reading materials will be provided, throughout the course, by the instructor and by participants, during online and small group work activities.

Weekly Schedule

Week	Content	Assignment(s) due
Week 1	Introduction to Small Business Management	
Week 2	Getting into business will review the four main ways entrepreneurs get into business – new venture start-up, franchising, family business, and IP sale.	
Week 3	Understanding customers is an exploration of the vital relationship between a business and its customers.	
Week 4	Delivering value presents the value proposition canvas, a tool used to solidify the exchange of value between a business and its customers.	Assignment #1 Due
Week 5	Business modelling explores the Business Model Canvas, a tool for evaluating alternative strategic courses of action.	
Week 6	Business growth explores the implication of organizational growth on operations, human resources and location decisions.	
Week 7	Business Growth continued	Assignment #2 Due
Week 8	Funding and financing reviews the most appropriate sources of capital available to entrepreneurs at different stages of business development.	
Week 9	Intellectual property protection explores IP protection strategies available in Canada and internationally	
Week 10	Global business risk management will help you improve awareness of and planning for global risks associated with climate change, cyber-attacks, social media, and politics.	
Week 11	Social entrepreneurship provides a highlight of social entrepreneurs and their global impact as they strive to improve the world around them is provided.	
Week 12	Business transition strategies reviews key option for and considerations of business transition from closure, sale to insiders or outsiders, or acquisition.	Assignment #3
Week 13	Final Assignment	Final Exam



Assignments & Evaluation

Assignment	Description of Assignment	Weight
Assignment 1: Macro-Environmental Scan	In this assignment, you will write a short paper (1,500-2,000 words) 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.	25%
Assignment 2: Business Model Canvas Presentation	In this assignment, you and your partner will together record a 10- minute or less video and post the video to the course assignment dropbox. Your video will essentially be a PowerPoint presentation, recorded with your video camera turned on using Zoom. (In Zoom, host a meeting with your video turned on, share your screen and display your PowerPoint presentation, and give the presentation. Don't forget to hit the record button!)	30%
Assignment 3: Entrepreneur Interview	In this final assignment, you will interview a successful entrepreneur from your network of contacts and connections.	30%
Participation		15%

Usage of GenAI

Please be advised that in this course you are **not authorized** to use any form of generative AI. In order to successfully complete course activities, **generative AI is not required nor welcomed**. Students should not make any use of generative AI tools such as ChatGPT, Grammarly, among others that use AI for content generation and editing. As the University of Victoria states in its Academic Integrity Policy “Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility.”. Therefore, I expect you to comply with the course syllabus and I encourage you to enhance your academic experience in this course by refraining from using generative AI.

Attendance Requirements

The course emphasizes **active engagement, collaborative teamwork, and hands-on learning**. Attendance is crucial and considered mandatory for all participants for all sessions (full 3 hours) of the course. Please inform your instructor in advance if you're unable to attend any class sessions. Please note that missing more than one session (3 hours) requires a valid and sufficient reason for absence with verifiable circumstances that substantially prevent your attendance. Your commitment to active participation significantly contributes to your learning experience in this course.

Participation Expectations

- Instructors will track attendance and participation throughout the term. Students who do not attend class may be assigned an “N” grade for the course. Attendance will be taken within the first 15 minutes of class and may be taken later as a second check.
- **If you arrive later than 15 minutes, the door will be closed. Please wait until breaktime to enter the class.**
- Instructors can assign a **final grade of N or refuse** a student to **write a final exam, final assignment, or any assignment that follows multiple absences** or misconduct **if a learner has failed to meet the course's minimum attendance requirements** as identified above. They may also refuse admission to a lecture, learning activity, assignment, or exam because of lateness, misconduct, inattention, or failure to meet the responsibilities of the course noted in this outline.
- The instructor reserves the right to not grade assignments submitted by students who have not maintained regular attendance and participation, and a zero grade being assessed for non-submission.
- Missing **more than one session (3 hours)** requires a valid and sufficient reason for absence.
- Arrive on time and remain for the full session; leaving without permission will be marked **absent**. Please note that work schedule conflicts as well as car, bus, carpooling, or ferry delays are generally not accepted as sufficient reasons for absence beyond the one-session limit.
- Students are expected to actively interact with **course materials, peers, and instructors**, including contributing to discussions and teamwork.
- Students are expected to complete assignments and assessments on time and submit work by the due date.
- **Technology use** (cell phones, tablets, laptops, smart glasses/ watches) must be limited to course-related activities only.
- Participation includes respectful active listening, not just talking.
- This course is delivered in a collaborative, discussion-based learning environment. Students are expected to demonstrate respectful and attentive behaviour at all times.
- University policy allows an instructor to refuse a student admission to class because of lateness, misconduct, disruptive behaviour, inattention, or failure to meet the responsibilities of the course.
- It is students’ responsibility to be familiar with the criteria in which they are being assessed for this course. Please refer to the specific information under each assessment.

Group Participation Expectations

- Active participation in group work and meetings is required. Students who fail to attend or contribute to group work may be removed from their group, at the instructor’s discretion, and deemed ineligible to participate in or receive marks for the group project, including the group presentation.