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| 1. Course code: | | | | MGT239 | | | | 1. Course title: | | | | | | | | | Managing Small Business | | | | | | | | | | | | | | | |
| 1. College: College of Business Administration | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Department: Management and Marketing | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Program: BSc. in Management | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3-credit hour | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 6-7-8 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: TBA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: MGT230 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location: Online | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course web page: Blackboard | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Instructor: Dr. Choo Ling Suan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course coordinator: Dr. Choo Ling Suan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Semester: | | | | | |  | **First** | | | | | | | X | | | | **Second** | | | | |  | | | **Summer** | | | | | | |
| 1. Textbook(s):   Small Business Management: Creating a Sustainable Competitive Advantage  7th edition, (2020), Timothy S. Hatten, Publisher: SAGE Publications, Inc  Print ISBN: 9781544330860, 1544330863  eText ISBN: 9781544356099, 1544356099 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. References from the Library (<http://www.ac-knowledge.net/uobv3/>):  * Small Business Management: An Entrepreneur's Guidebook, Mary Jane Byrd, Leon C Megginson, 7/e. * Small Business Management: Launching and Growing Entrepreneurial Ventures, Justin G Longenecker, J William Petty, Leslie E Palich, Frank Hoy, 17th edition. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Other learning resources used (e.g. e-Learning, field visits, periodicals, software, etc.):   TedTalk, Youtube Channel, Kahoot, Online Web, Seminar, journals | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course description (as per the published):   This course provides you with the skills you will need to begin and maintain your small  business. It incorporates tolls used to make financial, legal, marketing, managerial, and  operational decisions. By the end of this course, you will be able to do the following:  1. Create a plan for a sustainable competitive advantage for your business  2. Apply sound business skills to running a business  3. Discuss factors affecting why people decide to venture into the risky world of small  business ownership  4. Apply managerial decision making to run a business | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CILOs | | | | | | | | | *Mapping to PILOs* | | | | | | | | | | | | | | | | | | | | | | | |
| Learning goals | | | | | | | | | a. Knowledge | | | b. Globalization | | | | | | | c. Skills | | | d. Communication | | | | | e. Competencies | | | f. Values | | |
| Learning objectives | | | | | | | | | a1: General Knowledge | a2: Specific knowledge | | b1: International cross-cultural | | | b2: Global Perspective | | | | c1: Thinking skills | | c2: Analytical skills | d1: Communication (Writing) | | d2: Communication (Oral) | | | e1: Leadership skills | | e2: Teamwork | f1: Ethics | f2: Social responsibility | |
| 1. Demonstrate detailed knowledge and understanding of the nature and characteristics of small business enterprises, different legal forms of their ownership, and their impact on the economic elements, the management process, and different types of strategies | | | | | | | | | X |  | |  | | | X | | | |  | |  |  | |  | | |  | |  |  | X | |
| 1. Use basic skills and some advanced skills to analyse the business environment and to identify the market niche displaying a competitive edge allowing for new business ideas | | | | | | | | |  | X | | X | | |  | | | |  | | X |  | |  | | |  | |  |  |  | |
| 1. Use and organize the information to apply the concepts to the sources of financing small business enterprises and to create strategic, operational and financial plans. | | | | | | | | |  | X | |  | | |  | | | | X | |  |  | |  | | |  | |  | X |  | |
| 1. Collaborate with other classmates productively in the discussion and group work whenever applicable, communicate and present information effectively. | | | | | | | | | X |  | |  | | |  | | | | X | |  | X | | X | | | X | | X |  |  | |
| 1. Demonstrate and ability to design and implement comprehensive business plans for small business enterprises. | | | | | | | | | X | X | | X | | |  | | | | X | | X | X | | X | | |  | |  | X | X | |
| 1. Course assessment: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Assessment Type* | | | *Details/ Explanation of Assessment in relation to CILOs* | | | | | | | | *Number* | | | | | *Weight* | | | | | | | | | *Date(s)* | | | | | | |
| Continuous Assessment (2-hour) | | | 3 experiential class activities | | | | | | | | 3 | | | | | 15 % | | | | | | | | | On-going | | | | | | |
| Engagement Activities (1-hour) | | | Innovation Camp with Injaz  Forum | | | | | | | | 1  1 | | | | | 10 %  5% | | | | | | | | | On-going | | | | | | |
| Business Plan | | | Identify a small business idea and prepare a business plan | | | | | | | | 1 | | | | | 20 % | | | | | | | | | Week 12 | | | | | | |
| Presentation Business Proposal | | | Part 1: Presentation of Business Idea  Part 2: Presentation of Business Plan | | | | | | | | 1  1 | | | | | 5%  5% | | | | | | | | | Week 6/7  Week 13-15 | | | | | | |
| Final Examination  (Respondus) | | | Final Exam  (Chapter 7, 8, 9, 10 &11) | | | | | | | | 1 | | | | | 40 % | | | | | | | | | 2 June 2021 | | | | | | |
| Total | | |  | | | | | | | |  | | | | | 100% | | | | | | | | |  | | | | | | |
| 1. Description of Topics Covered | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Topic Title*  *(e.g. chapter/experiment title)* | | | | | *Description* | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chapter 1:  Small Business: An overview | | | | | * Describe the characteristics of small business. * Recognize the role of small business in national economy. * Suggest ways to court success in a small business venture. * Name the most common causes of small business failure. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chapter 2:  Small Business Management,  Entrepreneurship, and  Ownership | | | | | * Articulate the differences between the small business manager and the entrepreneur. * Discuss the steps in preparing for small business ownership. * Describe the three main forms of ownership—sole proprietorship, partnership, and corporation and their unique features. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chapter 3:  Strategic Planning | | | | | * Describe each step in the strategic planning process * Explain the importance of competitive advantage. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chapter 4:  Business Plan | | | | | * Explain the purpose and importance of the business plan. * Describe the components of a business plan. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chapter 5:  Franchising | | | | | * Explain what is franchise is and how it operates. * Compare the advantages and disadvantages of franchising. * Explain how to evaluate a potential franchise. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chapter 6:  Taking over an existing business | | | | | * Compare the advantages and disadvantages of buying an existing business. * Propose ways of locating a suitable business for sale. * Explain how to measure the condition of a business and determine why it might be offered for sale. * Understand factors that are important when finalizing the purchase of a business. * Describe what makes a family business different from other types of business. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chapter 7:  Starting a new business | | | | | * Discuss the advantages and disadvantages of starting a business from scratch. * Describe types of new businesses * Evaluate potential start-ups and suggest sources of business ideas. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chapter 8:  Small business finance | | | | | * Determine the financing needs of your business. * Define basic financing terminology. * Explain where to look for sources of funding. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chapter 9:  Small Business Marketing:  Strategy and Research | | | | | * Explain the importance of marketing to small businesses. * Describe the process of developing a small business marketing strategy. * Discuss the purpose of the market research process and the steps involved in putting it into practice. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chapter 10:  International Small Business | | | | | * Name five ways for small businesses to conduct international trade. * Analyze the advantages and disadvantages of exporting for small businesses. * Discuss factors to consider when importing products and materials. * Articulate the cultural and economic challenges of international small business activity. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chapter 11:  Professional Small Business  Management | | | | | * Describe the functions and activities involved in managing a small business. * Explain the stages of small business growth and their consequences for managing your business. * Discuss the significance of leadership and motivation in regard to employees of small business. | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Weekly Schedule | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Week* | *Date* | *Topics covered* | | | | | | | | | | | *CILOs* | | | | | | | *Teaching Method* | | | | | | | | *Assessment* | | | | |
| *1* | 7 Feb – 11 Feb | Introduction to the course and course assessments | | | | | | | | | | |  | | | | | | | *2-hour lecture:* | | | | | | | |  | | | | |
| *1-hour lecture* | | | | | | | |
| *2* | 14 Feb - 18 Feb | Chapter 1:  Small Business: An overview | | | | | | | | | | | 1, 2, 4 | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/ Quiz | | | | |
| *1-hour lecture* | | | | | | | |
| *3* | 21 Feb – 25 Feb | Chapter 2:  Small Business Management,  Entrepreneurship, and  Ownership | | | | | | | | | | | 1, 2, 4 | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/ Quiz | | | | |
| *1-hour lecture* | | | | | | | |
| *4* | 28 Feb – 4 Mar | Chapter 2:  Small Business Management,  Entrepreneurship, and  Ownership | | | | | | | | | | | 1, 2, 4 | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/ Quiz | | | | |
| *1-hour lecture* | | | | | | | |
| *5* | 7 Mar – 11 Mar | Chapter 3:  Strategic Planning | | | | | | | | | | | 1, 2, 4 | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/ Quiz | | | | |
| *1-hour lecture* | | | | | | | |
| *6* | 14 Mar – 18 Mar | Chapter 4:  Business Plan | | | | | | | | | | | 3, 4, 5 | | | | | | | *2-hour lecture:* | | | | | | | | *Project* | | | | |
| *1-hour lecture* | | | | | | | |
| *7* | 21 Mar – 25 Mar | Chapter 5:  Franchising | | | | | | | | | | |  | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/ Quiz | | | | |
| *1-hour lecture* | | | | | | | |
| *8* | 28 Mar – 1 Apr | Chapter 6:  Taking over an existing business | | | | | | | | | | | 1, 2, 4 | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/ Quiz | | | | |
| *1-hour lecture* | | | | | | | |
| *9* | 11 Apr – 15 Apr | Chapter 6:  Taking over an existing business | | | | | | | | | | | 1, 2, 4 | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/ Quiz | | | | |
| *1-hour lecture* | | | | | | | |
| *10* | 18 Apr – 22 Apr | Chapter 7:  Starting a new business | | | | | | | | | | | 1, 2, 4 | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/Final | | | | |
| *1-hour lecture* | | | | | | | |
| *11* | 25 Apr – 29 Apr | Chapter 8:  Small business finance | | | | | | | | | | | 2, 3 | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/Final | | | | |
| *1-hour lecture* | | | | | | | |
| *12* | 2 May – 6 May | Chapter 9:  Small Business Marketing:  Strategy and Research | | | | | | | | | | | 1, 2, 4, 5 | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/Final /*Project* | | | | |
| *1-hour lecture* | | | | | | | |
| *13* | 9 May – 13 May | Chapter 10:  International small business | | | | | | | | | | | 1, 2, 5 | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/Final | | | | |
| *1-hour lecture* | | | | | | | |
| *14* | 16 May – 20 May | Chapter 10:  International small business | | | | | | | | | | | 1, 2, 5 | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/Final | | | | |
| *1-hour lecture* | | | | | | | |
| *15* | 23- May – 27 May | Chapter 11:  Professional small busines  management | | | | | | | | | | | 1, 2, 4, 5 | | | | | | | *2-hour lecture:* | | | | | | | | Continuous Assessment / Engagement Activities/Final | | | | |
| *1-hour lecture* | | | | | | | |