## BAM 3113 SMALL BUSINESS MANAGEMENT

**Short description**

The course introduces students to areas of business management most critical to small businesses. It provides a wealth of information and resources for small business owners and managers essential to keep a small business running smoothly and further take it to the next level.

**Course Objective**

The course aims at enabling students to:

* Get a clear understanding of the basic principles required to running a small business.

**Learning Outcomes**

At the end of the course the students should be able to;

* Analyze the environment surrounding small businesses
* Assess the main actors for small businesses.
* Understand the global trends affecting the functioning and performance of small businesses.
* Describe the different forms of small businesses.
* Identify the legal frame-work that exists in small business operations and their contributions towards business success.
* Realize pros and cons of family businesses and how they can be perfected to deliver significant out comes.

**Intellectual, Practical and Transferable Skills**

* Business management.
* Problem solving.
* Entrepreneurial skills.
* Succession planning in small business.

**Teaching and Learning Pattern**

* Use of case studies
* Lectures
* Presentations
* Motivational speeches

**Indicative Content**

Small business context (small business in the economy, the entrepreneur and owner-manager, small business environmental analysis, globalization and small business, marketing for small business) Small business forms/types (business start ups and franchises, buying an existing business, small business legal frame-work, growth of small firms, family business, succession planning in small business) Small business in practice (successful small business strategies, management of resources, financing small business) Small business environment, Corporate social responsibility, Net working and financial management.

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Course work assessment 30%

Final Examination 70%

100%

The minimum mark required to pass is 50%, this includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination

**Indicative Sources**

1. Williams S.2006 The Financial Times Guide to Business Start-up, Pearson Education, Great Britain
2. Zimmerer, T.W and Scarborough, N.M (2005), Essentials of Entrepreneurship and Small Business Management, Fourth Edition, Pearson Education
3. Olomi D.R (2003). Entrepreneurship and Small Business Development, a Tanzanian Perspective, University of Dar es Salaam, Entrepreneurship
4. Strokes D.(2002), Small Business Management, T.J International, Fourth Edition
5. Ward, S.(2001) Manage & Grow Your Small Business
6. Farham,D. (1999). Managing in a Business Context, People and Organizations, Institute of Personnel and Development, University of Portsmouth