


AMOU UNIVERSITY
“A Vehicle for Peace and Development”
AMOU UNIVERSITY



FACULTY OF BUSINESS AND PUBLIC ADMINISTRATION
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

ACADEMIC YEAR 2015/ 2016

COURSE DESCRIPTION

ADM 3203	SMALL BUSINESS MANAGEMENT
Contact Hours	48
Pre-requisite	N/A
Purpose/Aim	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: <ul style="list-style-type: none"> ▪ Get a clear understanding of the basic principles required to running a small business.
Indicative Learning Outcomes	At the end of the course the students should be able to; <ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ Business management. ▪ Problem solving. ▪ Entrepreneurial skills. ▪ Succession planning in small business.
Course 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



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	responsibility, Net working and financial management.		
Learning & Teaching Methodologies	This course will be taught for a total of 45 hours [i.e. three (3) contact hours per week]. Teaching and learning in this course will be through among others, team-teaching; problem-based approaches; student-centered learning; lectures; in class exercises; own readings; take-home assignments and group exercises.		
Instructional Materials/Equipment	<ul style="list-style-type: none"> ▪ Use of case studies ▪ Lectures ▪ Presentations ▪ Motivational speeches 		
Course Assessment	The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.		
	Each course in the program shall be assessed on the basis course work and final examination represented as		
	Type	Weighting (%)	
	Final Examination	60	
	Mid Term Examination	20	
	Assignment	10	
	Attendance	10	
	Total	100	
The minimum mark required to pass is 50, this includes course work and final examination. Each course in the program is allowed a maximum of three hours for final examination.			
Recommended Reading	Title	Author	Publisher
	The Financial Times Guide to Business Start-up, Pearson Education, Great Britain	Williams S.2006	
	Entrepreneurship and Small Business Development, a Tanzanian Perspective, University of Dar es Salaam, Entrepreneurship	Olomi D.R (2003).	
	Small Business Management, T.J International, Fourth Edition.	Strokes D.(2002)	
	Essentials of Entrepreneurship and Small Business Management, Fourth Edition, Pearson Education	Zimmerer, T.W and Scarborough, N.M (2005)	
	Managing in a Business Context, People and Organizations, Institute of Personnel and Development, University of Portsmouth	Farham,D. (1999)	
Additional Reading	Manage & Grow Your Small Business	Ward, S.(2001)	
Other Support Material	A variety of multimedia systems and electronic information resources as prescribed by the lecturer. Various manuals, URL search and journals.		