



COURSE OUTLINE

MGT310 Managing the Small Business

Course Coordinator: Noel Tracey (ntracey@usc.edu.au) **School:** School of Business and Creative Industries

2022 | Semester 1

USC Sunshine Coast
USC Moreton Bay

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course is aimed at providing you with an appreciation of managerial skills necessary to develop, evaluate and manage a small business successfully as well as to evaluate the feasibility of business ideas, appreciate the realities of finding venture capital for business opportunities and prepare business plans for business growth. After an introductory overview of small business in Australia the course is presented in three parts; firstly, the small business development process, secondly, the feasibility and planning stages of the small business, and finally, operational considerations in achieving business success.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Pre-recorded concept videos and associated activity	1hr	Week 1	13 times
Tutorial/Workshop 1 – In-class tutorial	2hrs	Week 2	10 times
Seminar – Seminar is a structured learning exercise delivered f2f and online	1hr	Week 1	3 times
Information session – Assessment task information session	1hr	Week 3	3 times
ONLINE			
Learning materials – Pre-recorded online learning materials provided weekly.	1hr	Week 1	13 times
Tutorial/Workshop 1 – Standard 2 hour workshop - structured learning.	2hrs	Week 2	10 times
Seminar – Structured learning opportunity	1hr	Week 1	3 times
Information session – Assessment task information sessions. Structured with time to answer questions.	1hr	Week 3	3 times

1.3. Course Topics

- Small business and Entrepreneurship: definitions and characteristics.
- Options for going into business. Market research and strategy formulation.
- Business Development Planning. Accessing business advice and assistance.
- Legal Issues and structure. Financing business ventures.
- Marketing for small business.
- Community context of small business. Social enterprise and entrepreneurship.
- Human resource issues in new and small firms. Technology and SMEs.
- Managing small business growth and transition. International opportunities for small business
- Financial and operations management in a small business context.
- Location and distribution strategies for small business.
- Sustainability and the SME.
- Corporate entrepreneurship. The Family business and exit Strategies.

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Critically apply theoretical concepts to practical scenarios	Creative and critical thinker	PC3.1 - Problem Solving PC6.2 - Discipline Knowledge
2 Demonstrate the capacity to work effectively as part of a team and display effective interpersonal communication skills.	Empowered Engaged	PC2.1 - Teamwork
3 Critically apply theoretical concepts and discipline knowledge to practical small business scenarios utilising effective oral and written business communication skills.	Knowledgeable Creative and critical thinker	PC1.1 - Written Communication PC3.1 - Problem Solving
4 Demonstrate initiative in solving problems competently in a small business context.	Creative and critical thinker	PC3.1 - Problem Solving
5 Examine the nature and scope of small business management theory and apply in the development of comprehensive and cohesive management plans and practical solutions.	Creative and critical thinker Engaged	PC3.1 - Problem Solving PC6.2 - Discipline Knowledge
6 Understand ethical issues within the small business management context.	Ethical	PC4.1 - Social Responsibility and Sustainability

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

BUS104

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

It is anticipated that all students will have good written and verbal communication skills.

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Tutorials from week 1 to 4 will include discussion of key questions relating to small business management concepts, as well as other formative activities, that will enable students to gain direct feedback on their progress and understanding.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Individual	30%	1000 words (+/-10%)	Week 5	Online Assignment Submission with plagiarism check
All	2	Oral	Group	30%	10-minute presentation	Week 9	Online Submission
All	3	Report	Individual	40%	2,000 words (+/-10%)	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Diagnostic Checklist

GOAL:	The purpose of this task is to critically apply discipline knowledge to demonstrate understanding in small business management and new venture development. Please refer to Canvas for further information.		
PRODUCT:	Written Piece		
FORMAT:	This is an individual, written assessment where students take on a consultant role and provide a diagnostic checklist to a small business.		
CRITERIA:	No.		Learning Outcome assessed
	1	Knowledge of problem-solving and/or analytical processes in a small business context.	1 3 5
	2	Identification and critical analysis of pertinent issues in a small business context.	1 3 5
	3	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation.	3

All - Assessment Task 2: Oral

GOAL:	The purpose of this task is to develop collaborative skills through group work whilst enhancing professional business verbal presentation and communication skills.		
PRODUCT:	Oral		
FORMAT:	This assessment will be performed in teams of 2 or 3 students. Marks will be allocated reflecting individual and group inputs. The team will be required to deliver a 10 minute video that relates to a small business/new venture issue. Further details are available on Canvas.		
CRITERIA:	No.		Learning Outcome assessed
	1	Critical analysis, research and application of theory to a small business context.	1 3 4 5
	2	Presentation skills, professional and business like (team work, appearance, voice, body language, time management, use of technology).	2 3

All - Assessment Task 3: Small Business & New Venture report

GOAL:	The purpose of this task is to develop enhanced professional business analytical and written communication skills.		
PRODUCT:	Report		
FORMAT:	This is an individual assessment. You are required to analyse and interpret a small business/new venture context and identify and justify suitable enterprise development strategies/measures. Please refer to Canvas for further information. Individuals are required to provide one electronic copy of the report. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed: PLO1.1: Written Communication Demonstrate effective written communication skills in a small business/new venture business context.		
CRITERIA:	No.		Learning Outcome assessed
	1	Situational analysis and interpretation of a small business context (market, customers, competitors, finances, HR etc.)	1 6
	2	Identification of insightful, coherent and integrated strategies and measures to develop the small business.	1 4 5
	3	Validation of strategies/measures through analysis and by reference to and application of appropriate research and core theoretical concepts.	5
	4	Presentation – professionally presented demonstrating effective written communication skills in a business context discipline-based vocabulary, well-structured and organised content, appropriate referencing in body of report and reference list.	3

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

You must have good written and verbal communications skills.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. SafeUSC

USC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

USC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au