



MAY 07 2004

A POLYTECHNIC INSTITUTION

## Course Outline

School of Business  
 Program: Financial Management  
 Option: Accounting Degree

**FMGT 7910**  
**The Business Environment**

<b>Start Date:</b>	May 1 2004	<b>End Date:</b>	July 24 2004
<b>Total Hours:</b>	45	<b>Total Weeks:</b>	13
<b>Hours/Week:</b>	3.5	<b>Lecture:</b>	3.5
		<b>Lab:</b>	0
<b>Prerequisites</b>		<b>FMGT 7910 is a Prerequisite for:</b>	
<b>Course No.</b>	<b>Course Name</b>	<b>Course No.</b>	<b>Course Name</b>
None		FMGT 8910	Integrative Business Management Practices

**Course Description**

In this course, the student will acquire an overview of the contemporary Canadian business environment along with the analytical skills required to assess challenges and opportunities presented by environmental factors. The political, legal, regulatory and trading environment in which firms operate will be examined. The student will utilize problem solving and critical thinking skills as they apply course concepts to industries operating in the British Columbia economy.

**Course Goals**

- Make competent decisions based on a variety of sources of information.
- Adapt to conflict and uncertainty in the business environment.
- Develop critical thinking and lifelong learning skills.

**Evaluation**

Final Exam	35%
Midterm Exam	25%
Environmental Analysis & Action Plan	30%
In Class Exercises, Simulations, Case Studies and Participation	10%
<b>TOTAL</b>	<b>100%</b>

**Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

1. Assess the political, legal, regulatory and trading factors surrounding companies active in the BC economy, including
  - a. recognition of challenges and opportunities in the business environment
  - b. development of strategies and tactics to respond to the challenges and opportunities
  - c. creation of an action plan that effectively integrates and presents the mix of strategies and tactics required to respond to the business environment

2. Make decisions in a complex business environment

- a. evaluate different types of sources of information for accuracy and relevance
- b. generate tactical responses to business challenges and opportunities
- c. maintain an approach to lifelong learning

**Verification**

I verify that the content of this course outline is current.

Brian Giffen, B.A., LL.B., MBA

\_\_\_\_\_  
Authoring Instructor

\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

Allan Cobbett, Dipl.T., LL.B., MBA, CMA

\_\_\_\_\_  
Program Head/Chief Instructor

\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

Tim Edwards, Dipl.T., MBA, CMA

\_\_\_\_\_  
Dean/Associate Dean

\_\_\_\_\_  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

### Instructor(s)

Brian Giffen

Office Location: SE 6 - 308

Office Phone: 604-456-8079

Office Hrs.

To be announced

E-mail Address: Brian\_Giffen@bcit.ca

### Learning Resources

There is no text for this class. Students must visit the course website on at least a weekly basis to obtain readings.

### Information for Students

**Assignments:** Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

### Assignment Details

1. Students will work in groups to create and present a business environment analysis and strategy for a major Canadian corporation. Details will be provided during Session 1.
2. Students will prepare a critique of each corporate strategy presentation. Details to be provided in class.

Week of/ Number	Outcome/Material Covered	Reference/ Reading
(1) May 1	<i>Introduction to Course</i>  Importance of Business Environment  Creating a Business Environment Analysis and Report  Researching Business Environment Issues  <i>Political Environment Part 1</i>  Historical Overview  Fundamentals of Political System	see course website
(2) May 8	<i>Political Environment Part 2</i>  Political Ideologies  Legislative Process  Federalism	see course website
(3) May 15	<i>Political Environment Part 3</i>  Federalism (cont'd)  - federal/provincial issues, First Nations, municipal government  Party System and Processes  <b>Description of Term Assignment Project Team and Topic due</b>	see course website
(4) May 22	<i>Political Environment Part 4</i>  Lobbying  Government Assistance to Business	see course website
(5) May 29	<i>Legal and Regulatory Environment</i>  Key Factors in Legal and Regulatory Environment  Key Issue Areas in Legal and Regulatory Environment  Monitoring Legal/Regulatory Environment	see course website
(6) June 5	<i>Mid Term Exam</i>	

Week of/ Number	Outcome/Material Covered	Reference/ Reading
(7) June 12	<i>Trading Environment Part 1</i>  Global Trade Realities  The USA / Canada Relationship	see course website
(8) June 19	<i>Trading Environment Part 2</i>  Beyond North America - Other Major Trading Blocs	see course website
(9) June 26	<i>Technological Environment</i>  <i>Social Environment</i>  <i>Demographic Environment</i>	see course website
(10) July 3	<i>Economic Environment</i>  <i>Natural Environment</i>	see course website
(11) July 10	<i>Group Presentations</i>	
(12) July 17	<i>Group Presentations</i>  <i>Strategic Overview of Business Environment</i>  <i>Strategies for Monitoring the Business Environment</i>  <b>Term Assignment Due</b>	
(13) July 24	<i>Final Exam</i>	

NOTE: There may be a need to alter parts of this course outline at the discretion of the instructor.

Class	Due	Group Research & Presentations, Individual Term Project	Value
1-14	ongoing	active participation in class discussions including:  -involvement in class analysis of cases  -involvement in class exercise and simulations  -completion of all class assignments  -preparation and submission of written critiques for each group presentation	10%
8	June 5	Mid term exam	25%
13	July 17	Term Assignment - (see class handout providing details). Includes group presentation to class	30%
15	July 24	Final Exam - all subjects	35%