



<b>Hours/Week:</b>	3	<b>Total Hours:</b>	45	<b>Term/Level:</b>	Degree
<b>Lecture:</b>	1	<b>Total Weeks:</b>	15	<b>Credits:</b>	3
<b>Lab:</b>	2				
<b>Other:</b>					

**Prerequisites**

**FMGT 7910 is a Prerequisite for:**

Course No.	Course Name
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None

Course No.	Course Name
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FMGT 8910	Integrative Business Management Practices
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**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.

**Course Description**

In this course the student will acquire the skills necessary to operate in a complex professional world that offers problems with no textbook solutions. Specifically, the course will deal with the economic and legal environment, risk management, ethical behavior in business, cultural diversity, international trade and problem solving through critical thinking. The student will relate what he/she has learned to some of the dominant industries in B.C.

**Evaluation**

Final exam	25%
Short assignment	10%
Group assignment	20%
Case study	25%
Individual assignment	20%
<b>TOTAL</b>	<b>100%</b>

## Course Outcomes and Sub-Outcomes

Upon successful completion of this course, the student will be able to:

1. Assess the role of a particular industry in B.C. and its position in the Canadian economic scene.
  - A. Recognize niches in the economy that are ripe for further development.
  - B. Select appropriate criteria for evaluating the qualitative features of a successful company.
  - C. Assess possible new ventures in light of a legal and regulatory environment.
  - D. Identify international issues.
  - E. Develop risk management strategies through insurance and appropriate financing.
2. Develop an integrated approach to applied ethics in business.
  - A. Recognize the foundations for solving ethical dilemmas.
  - B. Use tools for distinguishing between ethical problems and other sorts of problems.
  - C. Develop language for making ethical decisions.
  - D. Promote ethical behavior in business.
3. Make decisions in a complex and uncertain world.
  - A. Evaluate different types of sources of information for accuracy and relevance.
  - B. Review current business theories.
  - C. Develop strategies for accommodating workplace diversity.
  - D. Maintain an approach to lifelong learning.

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## Course Record

Developed by: Mary Hamm, B.Comm., C.M.A. *Mary Hamm* Date: November, 1996  
Financial Management Department (signature)  
Instructor Name and Department

Revised by: Mary Hamm *Mary Hamm* Date: August, 1998  
Instructor Name and Department (signature)

Approved by: Dick Dolan *[Signature]* Start Date: September 8, 1998  
Associate Dean / Program Head (signature)



### Effective Date

September 8, 1998

### Instructor(s)

Mary Hamm, B.Comm., CMA  
and Guest Lecturers Murray Ross, PhD  
[email for Dr. Ross] mdross@sfu.ca

Office No.: SE6-343

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Richard Yates, LLB, MBA

Office Hrs.: TBA

Terry Bogyo, Certificate in Public Administration, BSc MBA

### Methods and Tools

- Cases will be selected which illustrate the subject matter of the course.
- Students will be encouraged to use a variety of sources including professional journals, Internet searches and reference books.
- Emphasis will be on presenting an integrated analysis of a particular problem rather than solving a number of numerical questions.
- Students will be required to develop analytical, oral and written skills for a professional environment.

### Course Notes (Policies and Procedures)

1. BCIT policies on plagiarism will be implemented.
2. It is recommended that students retain a copy of this outline in case it is needed for further credits at another institution.

### Assignment Details

Individual Student Project (20% of Final Grade). The student will select an area of interest such as:

- A. management of change.
- B. distinguishing between useful business theories and fads.
- C. coping with information overload.
- D. use of humor in the workplace.
- E. culturally sensitive challenges for small business.
- F. workplace diversity.
- G. office in the home — beyond the obvious, analyze the benefits to employee and employer, analyze the pitfalls and propose solutions.
- H. valuing and promoting intellectual capital.
- I. desirability of Canadian bank mergers.

## **Text(s) and Equipment**

### **Required:**

*Canadian Business and Society*, R.W. Sexty, Prentice Hall, 1995.

*Economic Growth, Technological Change and Canadian Economic Policy*, Richard G. Lipsey

Handouts

### **Recommended:**

*Ethical Issues in Business*, ed. Thomas Donaldson, Patricia Werhane, 5th ed.

Subscription to a professional accounting journal.

Case studies taken from **Manuel G. Velasquez, *Business Ethics*. Englewood Cliffs, NJ: Prentice-Hall, 1992,**  
**Thomas Donaldson and Al Gini, *Case Studies in Business Ethics*. Upper Saddle River, NJ: Prentice-Hall,**  
**1996.**

### **Handouts:**

Numerous handouts will be given during the term consisting of cases for consideration or information not available in the text.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business  
 Program: Financial Management  
 Option: Accounting Degree

Schedule

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

Week of/ Number	Outcome/Material Covered	Text Readings
1 Sept. 8	Canada's Economic Environment — overview of major industries: money, employment, growth, structure	Lipsey, Ch. 1-6, Sexty
2 15	BC's position — structure and location of business	Handout
3 22 29	Evaluation of what Canada does well — detail 3 or 4 companies that have discovered a niche and done well in terms of international activity, solid growth, good planning, reputation for ethical behavior, responsibility to the environment, employee training and adaptation to change.	Financial Post Investors' Handbook, 1998
4 Oct. 5 12 19	Legal Environment The Constitution/Charter of Rights and Freedoms Human Rights Legislation Statutes and Regulations Dealing with Government Regulatory Bodies Examples of Regulatory Bodies including Workers' Compensation, Labour Standards, Customs & Excise Operating in a Foreign Legal Environment	Yates Sexty Ch. 13
5 26	International Connections Cultivation of contact, cultural diversity and sensitivities, financing and insurance, risk management How we are viewed by others Student presentations	Harvard Business Review, Jan.-Feb, 1996

Week of/ Number	Outcome/Material Covered	Text Readings
Nov. 3	Fundamental principles and methods of moral deliberation  the principle of utility the principles of respect for persons the method of reflective equilibrium	<ul style="list-style-type: none"> <li>• "Introduction to Ethical Reasoning" pp. 1-21 in D&amp;W</li> <li>• "The Ford Motor Car," pp. 110-113 in Velasquez</li> <li>• "Brian Weber" pp. 362-363 in Velasquez</li> <li>• "Run, Inc." pp. 27-45 in D&amp;W</li> </ul>
Nov. 10	Virtue, integrity and telling the truth  the shortcomings of utilitarian and Kantian business ethics the importance of character and integrity	<ul style="list-style-type: none"> <li>• "National Semiconductor's microchips" pp. 49-54 in Velasquez</li> <li>• "The Air Force Brake," pp. 46-48 in Velasquez</li> <li>• "Whistleblowing and Professional Responsibility" pp. 357-364 in D&amp;W</li> <li>• "Corporate Roles, Personal Virtues..." pp. 45-59 in D&amp;W</li> </ul>
Nov. 17	Individual responsibility in large business organizations  organizational barriers to personal responsibility the practical usefulness of codes of ethics	<ul style="list-style-type: none"> <li>• "Moral Mazes" pp. 60-77 in D&amp;W</li> <li>• "Corporate Ethics Practices..." pp. 507-509 in D&amp;W</li> <li>• "Italian Tax Mores" pp. 129-131 in D&amp;W</li> </ul>

Week of Number	Outcome/Material Covered	Text Readings
Nov. 24	Corporate responsibility and moral obligation  moral obligations to prevent harm moral obligations to the environment moral obligations to shareholders	<ul style="list-style-type: none"> <li>• “Exxon’s Knee Deep in the Big Muddy” pp. 107–116 in D&amp;G</li> <li>• “Asbestos in Industry” pp. 121–131 in Velasquez</li> <li>• “A.H. Robins: The Dalkon Shield” pp. 215–255 in D&amp;G</li> </ul>
7 Dec. 1  8	Responsible Corporate Behavior — Employees, customers, shareholders, environment both civic and physical  When to blow the whistle Decision making in a complex and uncertain world The learning organization Fashions and fads in business Management of change and uncertainty — problems and opportunities — coping with information overload — workplace diversity	Sixty Ch. 10, 13, 14, 17, 18   Sixty Ch. 15, 19, 20, 21
Dec. 15	Final Exam	
<b>NOTE:</b> There may be a need to alter parts of this course outline at the discretion of the instructor		



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business  
Program: Financial Management  
Option: Accounting Degree

Schedule

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

Number	Assignments	Value	Assignment	Due Date
1	Select a B.C. industry or company. <ul style="list-style-type: none"><li>analyze its position in the economy.</li><li>its strengths and weaknesses.</li></ul>	10%	2 pages	Sept. 15
2	Form a group of 3-5 people. <ul style="list-style-type: none"><li>choose a country that we might do business with, organize a report around the issues mentioned in Topic 5.</li></ul>	20%	Approx. 20 page report 40 minute presentation	Nov. 26 To be arranged
3	Case Study	25%		Dec. 1 or earlier
4	Relate your remarks to a particular industry that interests you. You are expected to incorporate ideas from at least three major sources. Please see the instructor regarding your choice of topic.	20%		Dec. 8 or earlier
5	Final Exam — All subjects	25%		Dec. 15