



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: Business

Program: Financial Management

Option: Accounting Degree

## Course Outline

**FMGT 7910**

**The Business Environment**

**Start Date:** September 7, 1999

**End Date:**

**Course Credits:** 3

**Term/Level:** Degree

**Total Hours:** 45

**Total Weeks:** 15

**Hours/Week:** 3    **Lecture:** 1    **Lab:** 2    **Shop:**    **Seminar:**    **Other:**

### Prerequisites

**Course No.**    **Course Name**

None

### FMGT 7910 is a Prerequisite for:

**Course No.**    **Course Name**

FMGT 8910    Integrative Business Management Practices

### Course Calendar 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.

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

## Course Learning Outcomes/Competencies

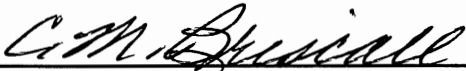
Upon successful completion of this course, the student will be able to:

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.

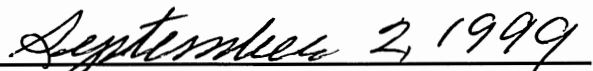
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## Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.



Program Head/Chief Instructor



Date

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



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### Instructor(s)

Mary Hamm, B.Comm., CMA	Office No.: SE6-343	Office Phone: 451-6759
	Office Hrs.: To be announced	E-mail Address:

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### Guest Lecturers:

- Murray Ross, PhD
  - Catherine Ryan, BSc, MLS, LLB
  - Terry Bogyo, Certificate in Public Admin., BSc, MBA
- E-mail Address: [mdross@sfu.ca](mailto:mdross@sfu.ca) (Dr. Ross)
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### Learning Resources

#### Required:

- *Canada in the New Global Economy*, Ingrid A. Bryan, Wiley, 1994.
- *Economic Growth, Technological Change and Canadian Economic Policy*, Richard G. Lipsey.
- *Business Ethics*, 3rd ed. Manuel G. Velasquez, Prentice-Hall.

#### Recommended:

Subscription to a professional accounting journal.  
A good English handbook.

#### Handouts:

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

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### BCIT Policy Information for Students

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.

### 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.

## 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 airline mergers.
- J. dollarization.
- K. accounting in the future or a book review.
- L. european monetary unit.
- M. evaluation of a business book (subject must be discussed with instructor).



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(1) Sept. 7	<ul style="list-style-type: none"><li>• Canada's Economic Environment — overview of major industries: money, employment, growth, structure</li></ul>	<ul style="list-style-type: none"><li>• Lipsey</li><li>• Bryan Ch. 1–7</li></ul>
(2) Sept. 14	<ul style="list-style-type: none"><li>• Guest Lecturer — Farid Novin — 1½ hours</li></ul>	<ul style="list-style-type: none"><li>• Bryan, Ch. 9, 10, 11</li></ul>
(3) Sept. 21	<ul style="list-style-type: none"><li>• Workers' Compensation</li></ul>	<ul style="list-style-type: none"><li>• T. Bogyo</li></ul>
(4) Sept. 28	<ul style="list-style-type: none"><li>• 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.</li></ul>	<ul style="list-style-type: none"><li>• Financial Post Investors' Handbook, 1999</li><li>• Report on Business, July 1999</li></ul>
(5) Oct. 5	<ul style="list-style-type: none"><li>• Legal Environment</li><li>• The Constitution/Charter of Rights and Freedoms</li><li>• Human Rights Legislation</li><li>• Statutes and Regulations</li><li>• Dealing with Government Regulatory Bodies</li><li>• Examples of Regulatory Bodies including Workers' Compensation, Labor Standards, Customs &amp; Excise</li><li>• Operating in a Foreign Legal Environment</li></ul>	<ul style="list-style-type: none"><li>• Handout</li></ul>
(6) Oct. 12	<ul style="list-style-type: none"><li>• Corporate Concentration, Competition in Canada</li></ul>	<ul style="list-style-type: none"><li>• Bryan, Ch. 7</li></ul>
(7) Oct. 26	<ul style="list-style-type: none"><li>• International Connections</li><li>• Cultivation of contact, cultural diversity and sensitivities, financing and insurance, risk management</li><li>• How we are viewed by others</li><li>• Student presentations — Group Assignment, 5–7 minutes per person</li></ul>	<ul style="list-style-type: none"><li>• Bryan, Ch. 8, 9, 10</li></ul>

Week of/ Number	Outcome/Material Covered	Text Readings
(8) Nov. 2	<ul style="list-style-type: none"> <li>Fundamental principles and methods of moral deliberation:               <ul style="list-style-type: none"> <li>the principle of utility</li> <li>the principles of respect for persons</li> <li>the method of reflective equilibrium</li> <li>the structure of moral reasoning</li> <li>the nature of moral responsibility</li> <li>the nature of human rights</li> <li>Kantian ethics</li> <li>the nature of justice</li> </ul> </li> </ul>	<p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>Velasquez, Ch. 1, "Ethics and Moral Reasoning"</li> <li>Velasquez, Ch. 2, "Ethical Principles in Business"</li> </ul> <p><b>Cases:</b></p> <ul style="list-style-type: none"> <li>"The Air Force Brake," pp. 46-49</li> <li>"National Semi-Conductor Microchips," pp. 49-55</li> <li>"The Ford Motor Car," pp. 110-113 in Velasquez</li> </ul>
(9) Nov. 9	<ul style="list-style-type: none"> <li>The ethics of manufacturing and marketing               <ul style="list-style-type: none"> <li>the ethics of consumer protection</li> <li>the principle of due care</li> <li>the ethics of advertising</li> </ul> </li> </ul>	<p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>Velasquez, Ch. 6, "The Ethics of Consumer Production and Marketing"</li> </ul> <p><b>Cases:</b></p> <ul style="list-style-type: none"> <li>"Drugs and Hair Dyes," pp. 302-303</li> <li>"Marketing Infant Formula," pp. 304-312</li> <li>A.H. Robins: "The Dalkon Shield" (in Donaldson and Gini, <i>Case Studies in Business Ethics</i>, pp. 215-224.</li> </ul>
(10) Nov. 16	<ul style="list-style-type: none"> <li>Individual responsibility in large business organizations               <ul style="list-style-type: none"> <li>the practical usefulness of codes of ethics</li> <li>the nature of large business organizations</li> <li>the moral obligations of employees</li> <li>employee rights and the moral obligations of employers</li> <li>conflict of interest and whistleblowing</li> <li>sexual harassment</li> </ul> </li> </ul>	<p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>Velasquez, Ch. 8, "The Individual in the Organization"</li> </ul> <p><b>Cases:</b></p> <ul style="list-style-type: none"> <li>"Run, Inc." (in Donaldson and Werhane, <i>Ethical Principles in Business</i>) pp. 27-45</li> <li>"Asbestos in Industry," pp. 121-131</li> <li>"Brian Weber," pp. 362-363</li> <li>"Comparable Pay in San Jose," pp. 363-370</li> </ul>
(11) Nov. 23	<ul style="list-style-type: none"> <li>Corporate responsibility and moral obligation               <ul style="list-style-type: none"> <li>moral obligations to prevent harm</li> <li>moral obligations to the environment</li> <li>moral obligations to shareholders</li> </ul> </li> <li>Ethics and the environment               <ul style="list-style-type: none"> <li>the ethics of pollution control</li> <li>the ethics of conserving non-renewable resources</li> <li>the rights of future generations</li> </ul> </li> </ul>	<p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>Velasquez, Ch. 5, "Ethics and the Environment"</li> </ul> <p><b>Cases:</b></p> <ul style="list-style-type: none"> <li>"Exxon's Knee Deep in the Big Muddy" (in Donaldson and Gini, <i>Case Studies in Business Ethics</i>), pp. 107-117</li> <li>"The Ozone Threat: Managing with Uncertainty," pp. 258-267</li> </ul>

Week of/ Number	Outcome/Material Covered	Text Readings
(12) Nov. 30	<ul style="list-style-type: none"> <li>• Responsible Corporate Behavior                             <ul style="list-style-type: none"> <li>– employees, customers, shareholders, environment, both civic and physical</li> <li>– when to blow the whistle</li> <li>– decision making in a complex and uncertain world</li> <li>– the learning organization</li> <li>– fashions and fads in business</li> <li>– management of change and uncertainty — problems and opportunities — coping with information overload — workplace diversity</li> </ul> </li> </ul>	
(13) Nov. 30 and Dec. 7	<ul style="list-style-type: none"> <li>• Individual Student Presentations based on written report.</li> </ul>	
(14) Dec. 14	<b>FINAL EXAM</b>	
<b>NOTE:</b> There may be a need to alter parts of this course outline at the discretion of the instructor.		