



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Financial Management

Option: Accounting Degree

## Course Outline

**FMGT 7910**

**The Business Environment**

**Start Date:** January 11, 2001

**End Date:** April 26, 2001

**Course Credits:** 3

**Term/Level:** Degree

**Total Hours:** 45

**Total Weeks:** 15

**Hours/Week:** 3

**Lecture:** 3

**Lab:** 0

**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%
Ethics Assignments	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: mhamm@bcit.ca

### Guest Lecturers:

- Murray Ross, PhD
- Catherine Ryan, Bsc, MLS, LLB
- Terry Bogyo, Certificate in  
Public Admin., BSc, MBA
- Farid Novin, PhD
- Mike Perri, CA

E-mail Address: mdross@sfu.ca (Dr. Ross)

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### Learning Resources

#### Required:

- *Economic Growth, Technological Change and Canadian Economic Policy*, Richard G. Lipsey.
- *Business Ethics*, 4<sup>th</sup> 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.

#### I.D. Required In Exam Halls:

Effective December 2000, students will be required to produce photo-identification for admittance to examination halls. Photo I.D. must be placed on the desk while writing the exam, for inspection by invigilators. Students should bring a BCIT OneCard or alternatively two pieces of identification, one of which must be government photo I.D. such as a drivers license. Please see BCIT Policy #5300, Formal Invigilation Procedures.

## 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).
- N. NGOs
- O. competition bureau.
- P. whistleblowing.
- Q. consequences of changing demographics in Canada.



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Schedule

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

Week of/ Number	Outcome/Material Covered	Text Readings
(1) Jan. 11 (2) Jan. 18	Canada's Economic Environment — overview of major industries: money, employment, growth, structure, BC	<ul style="list-style-type: none"><li>• Lipsey</li><li>• Handouts</li></ul>
(3) Jan. 25	Guest Lecturer, Dr. Farid Novin	
(4) Feb. 1	Guest Lecturer, Dr. Murray Ross Methods of moral deliberation: <ul style="list-style-type: none"><li>- Codes of ethics</li><li>- The structure of moral reasoning</li><li>- Stages of moral development</li><li>- The nature of moral responsibility</li><li>- The method of reflective equilibrium</li></ul>	<b>Readings:</b> <ul style="list-style-type: none"><li>• Handout, American Institute of Certified Public Accountants, "Run, Inc."</li><li>• Velasquez, Ch. 1, "Ethics and Business", pp. 2-66.</li><li>• Optional: Web site run by the <i>Center for the Study of Codes of Ethics</i>, <a href="http://csep.iit.edu/codes/">http://csep.iit.edu/codes/</a></li></ul>
(5) Feb. 8	Guest Lecturer, Dr. Murray Ross The role of principle in ethical conduct: utility, rights and respect. <ul style="list-style-type: none"><li>- The principle of utility</li><li>- The nature of human rights</li><li>- Kantian ethics</li></ul>	<b>Readings:</b> <ul style="list-style-type: none"><li>• Velasquez, Ch. 2 "Ethical Principles in Business", pp. 67-102.</li></ul>
(6) Feb. 15	Guest Lecturer, Dr. Murray Ross The role of principle in ethical conduct: justice, caring and virtue. <ul style="list-style-type: none"><li>- Justice and fairness</li><li>- An ethic of care</li><li>- The role of character in ethical conduct</li></ul>	<b>Readings:</b> <ul style="list-style-type: none"><li>• Velasquez, Ch. 2, "Ethical Principles in Business", pp. 102-143.</li></ul>
(7) Feb. 22	Guest Lecturer, Dr. Murray Ross The ethics of job discrimination. <ul style="list-style-type: none"><li>- Discriminatory practices: recruitment, promotion, working conditions, termination</li><li>- Affirmative action</li><li>- Sexual harassment</li></ul>	<b>Readings:</b> <ul style="list-style-type: none"><li>• Velasquez, Ch. 7, "The Ethics of Job Discrimination", pp. 368-424</li></ul>

Week of/ Number	Outcome/Material Covered	Text Readings
(8) Mar. 1	<p>Guest Lecturer, Dr. Murray Ross</p> <p>Individual responsibility in large business organizations.</p> <ul style="list-style-type: none"> <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> </ul>	<p><b>Readings:</b></p> <ul style="list-style-type: none"> <li>• Velasquez, Ch. 8, "The Individual in the Organization", pp. 425-478</li> </ul>
(9) Mar. 8 (13) Apr. 12	<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>	
(10) Mar. 22 (11) Mar. 29	<p>Guest lecturer, Catherine Ryan</p> <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>
(12) Apr. 5	An example of creating an international business in a high tech environment. Guest lecturer, Mike Perri.	
(14) Apr. 19	Individual Student Presentations based on written report.	
(15) Apr. 26	<b>FINAL EXAM</b>	

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



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1	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. Use essay style.  Readings: Financial Post Investors' Handbook, 2000  Report on Business, July 2000	10%	3–5 pages	Jan. 18
2	Form a group of 2–5 people by Jan. 25.  Choose a country that we might do business with, organize a report around the issues mentioned in the topic for weeks 9 and 13.	20%	Approx. 20 page report 20–40 minute presentation	Hand in on day of presentation or earlier.
3	Ethics assignments	25%		Feb. 8, 15, 22, Mar. 8
4	Individual assignment  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. Observe academic formalities, like proper footnotes, bibliography, spelling and syntax.	20%	Approx. 20 pages written report. Short, informal presentation	Outline: Feb. 1  Finished report: Apr. 12
5	Final Exam — All subjects	25%		Apr. 26