



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Financial Management

Option: Accounting Degree

## Course Outline

**FMGT 7910**

**The Business Environment**

**Start Date:** January 9, 2002

**End Date:** April 17, 2002

**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	30%
Short assignment -Lipsey	10%
Group assignment	25%
Ethics Assignments -Code of Ethics	10%
Individual assignment	25%
<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.

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Program Head/Chief Instructor

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Date

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

## 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 (25% of Final Grade). The student will write a paper on 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.
- 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. 9 (2) Jan. 16	Canada's Economic Environment — overview of major industries: money, employment, growth, structure, BC	<ul style="list-style-type: none"> <li>• Lipsey or Money and Power by Howard Means</li> <li>• Handouts</li> </ul>
(3) Jan. 23	Guest Lecturer, John Mould, Banking Industry	
(4) Jan. 30	Whistleblowing	<b>Readings:</b> <ul style="list-style-type: none"> <li>• 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> <li>• Ch. 7 Wexler</li> <li>• Video -- Insider</li> </ul>
(5) Feb. 6	Guest Lecturer, Dr. Farid Novin	
(6) Feb. 13	Guest Lecturer, Stephen Specter, Applied Ethics	
(7) Feb. 20	Guest Lecturer, Keith Gibson <ul style="list-style-type: none"> <li>• Risk Management</li> <li>• Competitiveness in a Global Marketplace</li> </ul>	<b>Readings:</b> <ul style="list-style-type: none"> <li>• Ch. 4, 5 Business and Government</li> <li>• Society Newman Peery</li> </ul>
(8) Feb. 27 (9) Mar. 6	<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>• Student presentations</li> </ul>
(10) Mar. 13	Guest Lecturer, Catherine Ryan	<ul style="list-style-type: none"> <li>• Handouts</li> </ul>
(11) Mar. 20	Guest Lecturer, Terry Bogyo, Workers' Compensation	

Week of/ Number	Outcome/Material Covered	Text Readings
(12) Mar. 27	<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>• Handouts</li> </ul>
(13) Apr. 3	An example of creating an international business in a high tech environment. Guest Lecturer, Mike Perri.	
(14) Apr. 10	Individual Student Presentations based on written report.	
(15) Apr. 17	<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.		



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**The Business Environment**

Number	Assignments	Value	Assignment	Due Date
1	Write a four page summary of Lipsey's Monograph on Money and Power.	10%	4 pages	Jan. 30
2	Ethics assignments Obtain a copy of a code of ethics (probably an accounting body, but it could be another professional body). Evaluate this code in terms of: a) does it go far enough in your opinion? b) would it be likely to change the behaviour of a member of that organization?	10%		Feb. 20
3	Form a group of 2–5 people by Jan. 23. Choose a country that we might do business with, organize a report around the issues mentioned in the topic for weeks 8 and 9.	25%	Approx. 20 page report 20–40 minute presentation	Feb. 27 Mar. 6
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.	25%	Approx. 20 pages written report. Short, informal presentation	Finished report: Apr. 10 or earlier
5	Final Exam — All subjects	30%		Apr. 17

**FMGT 7910**  
**The Business Environment**  
**(Modified) Course Outline Supplement**  
**Business Ethics Component (Nov. 16-30)**

**November 16: Fundamental principles and methods of moral deliberation**

- the structure of moral reasoning
- stages of moral development
- the nature of moral responsibility
- the method of reflective equilibrium
- the principle of utility
- the nature of human rights
- Kantian ethics

Readings: Velasquez, Chapter 1, "Ethics and Business", pp. 2-52; Chapter 2, "Ethical Principles in Business", pp. 67-102 & pp. 130-139.

*Cases:*

- i) *Ford Motor Car (to be supplied and read in class)*
- ii) *Air Force Brake (to be supplied and read in class)*

**November 23: Protecting the public from harm**

- the ethics of consumer protection
- the principle of due care
- the ethics of advertising
- the ethics of pollution control
- the ethics of conserving non-renewable resources
- the rights of future generations

Readings: Velasquez, Chapter 5, "Ethics and the Environment" and Chapter 6, "The Ethics of Consumer Production and Marketing" pp. 318-360

*Cases:*

- i) *Drugs and Hair Dyes (to be supplied and read in class)*
- ii) *Marketing Infant Formula (to be supplied and read in class)*
- iii) *Owls, Spikes, Loggers and Inner Seal Wood (in Velasquez, pp. 307-314)*

**November 30: Individual responsibility in large business organizations**

- the nature of large business organizations
- the moral obligations of employees
- employee rights and the moral obligations of employers.
- conflict of interest and whistleblowing
- sexual harassment

Readings: Velasquez, Chapter 7, "The Ethics of Job Discrimination" pp. 368-424 and selections from Chapter 8, "The Individual in the Organization" (subsections 8.2 "The employee's obligation to the firm", 8.3 "The firm's duties to the employee", and 8.5 "Employee rights").

*Cases:*

- i) Run, Inc. (to be supplied and read prior to the November 30<sup>th</sup> class))*
- ii) Brian Weber, p. 423-424*