



A POLYTECHNIC INSTITUTION

School of Business

Program: Financial Management

Option: Accounting Degree

FMGT 7910**The Business Environment**

Start Date:	September 2, 2003	End Date:	December 9, 2003
Total Hours:	45	Total Weeks:	15
Hours/Week:	3	Lecture:	3
		Lab:	0
Term/Level:	Degree	Course Credits:	3
Shop:		Seminar:	
		Other:	
Prerequisites		FMGT 7910 is a Prerequisite for:	
Course No.	Course Name	Course No.	Course Name
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	15%
Term Paper	35%
Participation	15%
TOTAL	100%

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

August 20, 2003

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.

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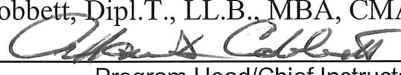
Authoring Instructor

20/8/03

Date

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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 web site 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 written critique of each corporate strategy presentation. Details to be provided in class
3. Students will prepare a weekly summary of news articles identified by the instructor as having relevance to the course. Students will be called upon at random to present their summary to their colleagues in class. Details to be provided during Session 1

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading
Sept 2 (1)	Introduction to Course Importance of Business Environment Creating a Business Environment Analysis and Report Researching Business Environment Issues	see course website
Sept 9 (2)	Political Environment Part 1 Historical Overview Fundamentals of Political System Political Ideologies	see course website
Sept 16 (3)	Political Environment Part 2 Legislative and Budget Processes - Theory vs Practice Political Environment Part 3 Federalism - division of powers Description of Term Assignment Project Team and Topic due	see course website
Sept 23 (4)	Political Environment Part 3 cont'd Federalism cont'd - federal/provincial issues, First Nations, municipal government	see course website
Sept 30 (5)	Political Environment Part 4 Party System and Processes Government Assistance to Business	see course website
October 7 (6)	Legal and Regulatory Environment Part 1 Key Factors in Legal and Regulatory Environment Key Issue Areas in Legal and Regulatory Environment	see course website
October 14 (7)	Midterm Exam	see course website

October 21 (8)	Legal and Regulatory Environment Part 2 Key Issue Areas in Legal and Regulatory Environment cont'd	see course website
October 28 (9)	Legal and Regulatory Environment Part 3 Lobbying and Interest Groups Response to Regulatory Growth - Privatization, Deregulation Risk Management / Insurance	see course website
November 4 (10)	Trading Environment Part 1 The USA / Canada Relationship	see course website
November 11 (11)	Trading Environment Part 2 Globalization and Protectionism	see course website
November 18 (12)	Trends Part 1 Economic Trends Demographic Trends	see course website
November 25 (13)	Trends Part 2 Social Trends Group Presentations Term Assignment due	see course website
December 2 (14)	Trends Part 3 Cultural Trends Group Presentations	see course website
December 9 (15)	FINAL EXAM	see course website

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 -preparation and presentation of at least one news article analysis -preparation and submission of written critiques for each group presentation	15%
7	Oct 14	Mid term exam	15%
13	Nov 25	Term Assignment - (see class handout providing details). Includes group presentation to class	35%
15	Dec 9	Final Exam - all subjects	35%