



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline

School of Business  
Program: Broadcast

**BUSA 1200: Business Concepts**  
**September 2000**

Hours/Week	3	Total Hours	42
Lecture:	1	Total	
Lab:	2	Weeks:	14

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**Instructor**

David Meers BSc, MA, MBA

Office No.:

SE6 317

Phone: 412-7496

Office Hrs.:

See my door

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**Text(s) and Equipment:** Case material and notes provided

**Course Description and Goals**

This course will introduce the student to working effectively with others and includes development of an understanding of the general workings of the economy and business. The student will understand some of the key business management concepts in relation to the major career interest in the broadcast industry.

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**Evaluation**

Lab Assignments	10%
Term Project	40%
Mid-term	15%
Final exam	25%
Participation	10%
TOTAL	<hr/> 100%

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## Course Notes (Policies and Procedures)

- *Assignments:* Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- *Attendance:* The attendance policy as outlined in the current BCIT Calendar will be enforced.
- *Course Outline Changes:* The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- *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.
- *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 (i.e. an average is given according to your performance throughout the course).
- *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.

### I.D. Required In Exam Centres

Effective December 2000, students will be required to produce photo-identification for admittance to examination centres. 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.

### **Assignment Details**

There will be a major team project involving marketing a product for a local radio station. This assignment is due in the last week of classes. As well, small lab assignments will be assigned throughout the term. As a general guide the following topics will be covered:

1. *Canadian Business System*
2. *International Business*
3. *Financial Basics*
4. *Break-even Analysis*
5. *Marketing Essentials*

The mid-term will be held the week of October 9 to 13 during the lab time. The final exam, depending upon time constraints, will be scheduled for either the exam week of December 4 to 8, or during the lab time of the final week, November 27 to December 1.

*This outline is subject to change at the instructor's discretion.*



## Course Record

Course Number: BUSA 1200

Course Name: Business Concepts

Developed by: David Meers Date: September 2000  
Instructor Name & Department  
(signature)

Revised by: \_\_\_\_\_ Date: \_\_\_\_\_  
Instructor Name & Department  
(signature)

Recommended by: \_\_\_\_\_ Date: \_\_\_\_\_  
Program Head Name & Department  
(signature)

Approved by: \_\_\_\_\_ Start  
Date: \_\_\_\_\_  
Associate Dean Name & Department  
(signature)