



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

SCHOOL OF BUSINESS

PROGRAM:

INSTRUCTOR: Ian Winter
January 2004

COURSE OUTLINE FOR:

BUSA 1005

Introduction to Business

Hours/Week:

Total Hours: 36

Term/Level:

Lecture:

Total Weeks: 12

Credits:

Lab:

Other:

Prerequisites

BUSA 1005 is a pre- and/or co-requisite for: BUSA 2005: Management and other certificate programs

Course Description and Goals

The purpose of this course is to provide the student with an introduction to the key aspects of business enterprises and to the key aspects of the contemporary business environment. BUSA 1005 will provide the student with an opportunity to identify areas of interest for future study within the BCIT School Of Business.

Evaluation

Students will be evaluated through a combination of tests, assignments, projects, presentations, examinations, or other means as specified by the instructor. See Course Specifications for evaluation details. *BCIT Policy 5410: Evaluation of Students* will apply.

Course Learning Outcomes

The participants will gain an understanding of the interdependence between businesses and organizations and their environment (ex. political, economic, and social). The participants will understand the basic forms of business and the benefits of the different structures. A general overview will be gained of the basic components of most organizations and their functions.

Instructor

Ian Winter

Office (tel): (604) 661-1542

E-Mail: ian.winter@shaw.ca (for 24-hour reply)

ian_winter@bcit.ca (for non-urgent turnaround)

While I will not be able to provide weekly office hours, you can generally find me at our classroom location after the end of each class. Alternatively, feel free to call me at the number above on weekdays from 8am to 5pm. If I'm not available to take your call then, leave a message where you can be reached and I'll track you down.

Text(s) And Equipment

Required:

Understanding Canadian Business: Nickels, McHugh, McHugh and Berman. Irwin, 4th Edition

Recommended References (not required): To be advised.

Evaluation

Mid-term	25%
Assignments	20%
Group Participation	20%
Final	35%
TOTAL	100%

Evaluation Policies

- **PASSING GRADE:** To obtain a passing grade in the course, the student must pass BOTH the midterm AND final exam.
 - **MID-TERM EXAM:** Will be related to assigned problems and concepts covered in classes and readings.
 - **FINAL EXAM:** Will cover all 12 weeks of course material. Students will be responsible for assigned readings from the course textbook and other sources as specified. Class instruction will generally follow the text readings but will inevitably cover other topics as demand and time permit. The latter will also be considered eligible material for examination purposes.
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Other Course Policies and Information

- Attendance:*** Students are expected to attend classes regularly in accordance with the current BCIT Calendar attendance policy. Online students are expected to sign-in and participate regularly.
- Class Conduct:*** Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave. Online students are expected to maintain professional and courteous correspondence.
- 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.
- Illness:*** A doctor's note is required for any illness causing you to miss an assignment,

test, or exam. At the discretion of the instructor, you may complete the work you have missed or have the work pro-rated.

Make-up Exams: There will be no make-up tests or exams. If you miss a test or exam, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances.

More Help: Additional help may be obtained in the Physics Learning Centre, Room SW3-4785, during posted hours.

Workload: The time that you will need to succeed in this course depends on your own background and abilities. It is very important to study regularly, keep up with the work, and seek the assistance of the instructor when problems arise. The course load is quite heavy and to succeed, you must be prepared to make the appropriate personal time commitment.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

SCHOOL OF BUSINESS

PROGRAM: Administrative Management

INSTRUCTOR: Ian Winter

January 2004

SCHEDULE:

BUSA 1005

Introduction to Business

Week of/ Number	Outcome / Material Covered	Readings/Assignments	Case Study
1	Introduction • Major Factors Affecting Canadian Business • Historical, Present & Future Trends	Chapter 1	TBA
2	Economic Issues • Economic Systems • Market Equilibrium, Supply & Demand • Unemployment / Inflation	Chapter 2	
3	Ethics • Small Business • Entrepreneurship • Forms Of Business Ownership	Chapters 5, 6, 7	
4	The Global Environment • Gains From Trade • Market Strategies • Barriers To Trade • ASSIGNMENT	Chapter 3	
5	Fundamentals Of Management • Customer Focus •Midterm Review	Chapters 8, 9	
6	MIDTERM EXAM		
7	Fundamentals, Role Of Marketing	Chapters 15, 16, 17	
8	HR Management: Motivation & Communication	Chapters 12, 13	
9	HR Management: Bargaining & Negotiation	Chapter 14	
10	Accounting and Finance	Chapters 18, 19	
11	Current Issues & Final Review • Environment • Cultural Diversity • Downsizing • Management Skills For The Future • Information Technology	Chapter 11	
12	FINAL EXAM		

Note: Additional readings and case studies may be added at the discretion of the instructor.