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## **BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**

SCHOOL OF BUSINESS

PROGRAM:

INSTRUCTOR: Scott Armstrong

COURSE OUTLINE

FOR:

January 2004

**BUSA 1005**

**Introduction to Business**

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**Hours/Week: 3**

**Total Hours: 36**

**Term/Level: 200401**

Lecture:

**Total Weeks: 12**

**Credits: 3**

Lab:

Other:

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### **Prerequisites**

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### **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.

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### **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.

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**Instructor Contact Information: Telephone: 604-456-8149**

**Email: [Scott\\_Armstrong@bcit.ca](mailto:Scott_Armstrong@bcit.ca)**

## Text(s) And Equipment

### **Required:**

Understanding Canadian Business: Nickels, McHugh, McHugh and Berman. Irwin, 4<sup>th</sup> Edition

**Recommended References** (not required): To be advised.

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## Evaluation

Mid-term	25%
Group Presentation	20%
Quiz	5%
Chapter Presentation	10%
Group Participation	10%
Final	30%

TOTAL	100%
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## 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.
- Class Conduct:** Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave.
- 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.
- 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



**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**

SCHOOL OF BUSINESS

PROGRAM: Administrative Management

INSTRUCTOR: Scott Armstrong

January 2004

SCHEDULE:

**BUSA 1005**

**Introduction to Business**

<i>Week of Instruction</i>	<i>Outcomes/Material Covered</i>	<i>Readings</i>	<i>Assignments</i>
1	Introduction Major Factors Affecting Canadian Business	Chapters 1 & 2	
2	Global Markets Economic Issues Trading Opportunities and Risks	Chapters 3 & 4	
3	Forms of Small Business Ownership	Chapters 6 & 7	
4	Fundamentals of Management	Chapters 8 & 10	Quiz #1 (5%)
5	The Fundamentals of Marketing	Chapters 15 & 16	
6	<b>MID TERM EXAM</b>		
7	Introduction to Human Resources Marketing – Promotion and Distribution	Chapter 17 Chapter 12	Team Assignment Issued
8	Managing Human Resources Employee-Management Issues	Chapters 13 & 14	
9	Organizational Behaviour and Hierarchies Accounting & Finance	Chapters 9 Chapter 18, 19	
10	<b>Team Presentations</b>		(20%)
11	Ethical Behaviour and Social Responsibility Technology and Management Information Systems	Chapter 5 Chapter 11	
12	<b>FINAL EXAM</b>		

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