



A POLYTECHNIC INSTITUTION

COURSE OUTLINE

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

COURSE NUMBER: BUSA 1005	COURSE NAME: Introduction to Business	
SCHOOL OF BUSINESS	Start Date: Week of April 7, 2003	End Date: Week of June 23, 2003
TAUGHT BY: Business Administration		
TAUGHT TO: Part-Time Studies		

Hours/Week	3	Total Hours:	36	Term/Level:	Spring 2003
		Total Weeks:	12	Credits:	3

Instructor:	
Office No.	Phone:
E-mail:	Fax:

Pre-requisites: NONE	This course is a prerequisite for Completion of Certificates in Electronic Commerce, Human Resource Management, and Management Systems
-----------------------------	--

Short Course Description:

A contemporary overview of business operations in Canada providing basic knowledge for all managers and staff. Examines the place of business in BC and Canada. Focuses on issues arising from government policies, economics, ethics, social environment, the forms of businesses and the basic components of business operations.

Evaluation:

Policy: Students must receive a passing grade on BOTH the mid-term and final exam in order to pass the course.

Final Examination	45	%
Midterm Examination	30	%
Group participation	15	%
Assignment	10	%
Total	100	%

Text(s) and Equipment:

Required:

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

Recommended:

Any Canadian business magazine or business newspaper.



A POLYTECHNIC INSTITUTION

Verification:

I verify that the content of this course outline is current: <i>(Instructor)</i>	Date:
I verify that this course outline has been reviewed: <i>(Chief Instructor/Program Head)</i>	Date:
I verify that this course outline complies with BCIT policy: <i>(Associate Dean)</i>	Date:

Course Learning Outcomes/Competencies:

Upon successful completion of this course, the student will be able to:

- Demonstrate an understanding of the interdependence between businesses and organizations and their environment (e.g., political, economic, and social).
- Demonstrate an understanding of the basic forms of business and the benefits of the different structures.
- Explain the basic components of most organizations and their functions.

Course Notes (Policies & Procedures)

- **Assignments:** Assignments are due in your lab for the applicable week noted on the course outline. Late assignments will be penalized 20% per day and will not be accepted after 5 calendar days past the due date. In exceptional circumstances flexibility and discretion will be used implementing this policy, **provided the instructor is advised of the circumstances before the due date of the assignment.**
- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at each 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, test, 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 Examination Centres:** In order to write exams, students will be *required* to produce photo-identification at examination centres. Photo I.D. must be placed on the desk before an exam will be issued to the student. The I.D. must remain in view 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 driver's license.
- To obtain a passing grade in the course, the student must pass BOTH the midterm AND final exam.



A POLYTECHNIC INSTITUTION

Assignment Details:

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.

BUSA 1005
Introduction to Business

***This schedule is subject to change at the discretion of the instructor:**

Week of/ Number	Key Topics	Reading	Case Study	Comment
1. April 7	Introduction; Major Factors Affecting Canadian Business; Historical, Present & Future Trends	Chapter 1	Creo	
2. April 14	Economic Issues; Economic Systems; Market Equilibrium, Supply & Demand; Unemployment / Inflation	Chapter 2	Starbucks	
3. April 21	Ethics; Small Business; Entrepreneurship; Forms of Business Ownership	Chapters 5, 6, 7	Speke Klein	
4. April 28	The Global Environment; Gains from Trade; Market Strategies; Barriers to Trade	Chapter 3	Texaco	Assignment Due
5. May 5	Fundamentals Of Management; Customer Focus Midterm Review	Chapters 8 and 9	Gillette	
6. May 12	MID-TERM EXAM	Chapters 1-9		
7. May 19	Fundamentals; Role of Marketing	Chapters 15, 16, 17	Homegrocer.com	
8. May 26	HR Management: Motivation and Communication	Chapters 12 and 13	Software Services	
9. June 2	HR Management: Bargaining and Negotiating	Chapter 14	Final Offer	
10. June 9	Accounting and Finance	Chapters 18 and 19	"Paper Company"	
11. June 16	Current Issues: Environment; Cultural Diversity; Downsizing; Management Skills for the Future; Information Technology Final Review	Chapter 11	Liquidation World	
12. June 23	FINAL EXAM	Chapters 1-19		

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