

## Course Outline

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business  
Program: Administrative Management

**BUSA 1005**  
**Introduction to Business**

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**Start Date:** Sept 10th, 2001

**End Date:** Dec 08th, 2001

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**Total Hours:** 45  
**Total Weeks:** 13

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**Instructor:** Scott Armstrong  
**Contact Info:** email: [explorationstravel@home.com](mailto:explorationstravel@home.com)

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**Prerequisites:** None

**BUS 1005 is a Prerequisite for:** BUSA 2005 Management

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### Course Calendar Description

The purpose of the 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 educational endeavors within the BCIT School of Business.

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### Evaluation

Mid-term	25%
Group and Class Participation	10%
Projects/Case Studies	30%
Final	<u>35%</u>
	100%

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### Course Learning Outcomes/Competencies

The participants will gain an understanding of the interdependence between businesses and organizations and their environment (for example – 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.

## Instruction Schedule

This schedule is subject to modification at the discretion of the instructor.

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