



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

School of Business

Program: Administrative Management

Option:

BUSA 1005**Introduction to Business****Hours/Week:****Total Hours:** 36**Term/Level:****Lecture:****Total Weeks:** 12**Credits:****Lab:****Other:****Prerequisites****BUSA 1005 is a Prerequisite for:****Course No. Course Name****Course No. Course Name**

None.

BUSA 2005 Management

Course Goals

- 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 form of business and the benefits of the different structures. A general overview will be gained of the role of marketing, accounting and finance in business organizations.
- The participant will get a general overview of basic components of most organizations, fundamentals of management functions, and human resource management.

Course 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 contemporary business environment. Students will be given a general overview of different management functions and management challenges to meet tough global competition. BUSA 1005 will provide the student with an opportunity to identify areas of interest for future educational endeavors within the BCIT School of Business.

Evaluation

Midterm	20%	
Group Project	15%	
Class Participation*	15%	At your instructor's discretion.
Homework, Case Studies & Assignments	20%	
TOTAL	100%	

Course Outcomes and Sub-Outcomes

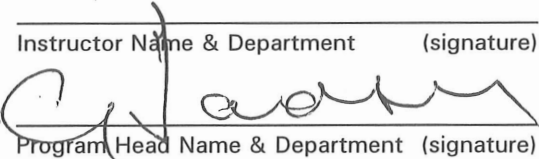
Upon completion of this course, the student will:

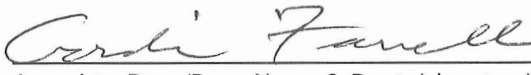
- gain experience in identifying and analyzing business problems using problem analysis techniques.
- understand basic business and management issues to meet global competition.
- understand roles and marketing and finance in managing organizations.
- be able to identify and compare the different form of business operations and their benefits.
- gain a basic understanding of the changing management functions in organizations, and their contributions.

Course Record

Developed by: _____ Date: _____
Instructor Name & Department (signature)

Revised by: _____ Date: _____
Instructor Name & Department (signature)

Recommended by:  Start Date: Jan 12 / 98
Program Head Name & Department (signature)

Approved by:  Start Date: _____
Associate Dean/Dean Name & Dept. (signature)



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Administrative Management

Option:

Course Outline Part B

BUSA 1005
Introduction to Business

Effective Date

Instructor(s)

Office No.:
Office Hrs.:

Phone:

Text(s) and Equipment

Required:

Understanding Canadian Business. William Nickels, James McHugh, Susan McHugh, Paul Berman. Irwin, 1997.

Reference:

Business journals, newspapers, cases and articles as assigned by the instructor.

Course Notes (Policies and Procedures)

Refer to BCIT Calendar.

Assignment Details

To be announced.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Schedule

School of Business

Program: Administrative Management

Option:

BUSA 1005

Introduction to Business

Week Number	Outcome/Material Covered	Readings/ Assignments	Case Study
1	Introduction, Major Factors Affecting Canadian Business <ul style="list-style-type: none">historical, present, future trends.	Chapter 1	Discussion
2	Global Markets <ul style="list-style-type: none">how economic issues affect businesscompeting in global environments	Chapters 2, 3	Case #2, p.95
3	<ul style="list-style-type: none">role of government in businessethical behavior, the environment and social responsibility	Chapters 4, 5	Case #2, p.123
4	Business Ownership and Small Business <ul style="list-style-type: none">forms of business organization, franchisingsmall business and entrepreneurship	Chapter 6 Chapter 7	Case #1, p.186
5	Leadership and Management	Chapter 8	Case #2, p.248
6	<ul style="list-style-type: none">organizing a customer-driven businessproducing world-class products and services	Chapter 9 Chapter 10	Case #2, p.283
7	MIDTERM REVIEW AND EXAM	T.B.A.	
8	Motivating employees and building self-managed teams	Chapter 11	Case #2, p.361
9	<ul style="list-style-type: none">human resource managementdealing with employee-management issues and relations	Chapter 12 Chapter 13	Case #2, p.393
10	Marketing: <ul style="list-style-type: none">developing and implementing customer-oriented marketing plans	Chapters 14, 15, 16	Case #2, p.460
11	accounting information and financial activities	Chapters 17, 18	Case #1, p.558
12	FINAL REVIEW and EXAM and GROUP PRESENTATION	T.B.A.	

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