



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
School of Business
Program: Marketing
Option: All

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Course Outline for
BUSA 1100:
Management

Hours/Week: 3	Total Hours: 42	Term/Level: Fall 98
Lecture: 1	Total Weeks: 14	Credits: 3
Lab: 2		
Other:		

Prerequisites

Course No. is a Prerequisite for

Course No. None
Course Name: None

Course No: None
Course Name: None

Course Record

Developed by: Ike Hall Administrative Mgt
Instructor Name and Dept.

Date: 26 Aug 98

Revised by: Ike Hall, Administrative Mgt
Instructor Name and Dept.

Date: 4 Sep 98

Recommended: Mike Powley, Marketing Mgt
Associate Dean Name and Dept.

Date: Sep 98

Recommended: Larry Jones, Administrative Mgt
Programme Head Name and Dept.

Date: Sep 98

Approved by: Chris Clark, Bus Admin & Op Man.
Associate Dean Name & Department

Date: September 98

Course Description

This course is designed to expose students to some for the general workings of Management

This course will enable students to relate management functions such as planning, organizing, staffing and controlling.

Included are such topics as tactical and strategic planning, decision making, structuring the organization, global management, social responsibility & Ethics, and Operations.

Course Goals

The student, upon completion, will understand the process of management in terms of recent theories, concepts and practices. The lab portion of the course will give the student practice in applying and relating the theoretical and conceptual models to specific work situations within various industries. Problem-solving situations will include work-related cases.

Students are given the opportunity to develop analytical and communication skills by analyzing and presenting solutions to typical business communication problems, with an emphasis on the Marketing spectrum of various industries

Evaluation

Final Examination	35 %
Mid-term Examination	25 %
Group Projects	30 %
Student Participation in Labs	10 %

Course Outcomes and Sub-Outcomes

- I. 1. **Exposure to some general ideas about Management:**
 - a. Provide background that can be used as a base for elaboration in further courses
 - b. What management is and what it does
 - c. Critically evaluate the role and functions of management in Marketing and Business
 - d. Assess and Evaluate alternative management approaches as an organization
- II. 2. **Occasion to report on events related to business and the management of the organization:**
 - a. Basic understanding of everyday concepts about management in order to make more informed comment and contribution to the marketing aspect of an organization.
 - b. Apply decision making methodology to improve the quality of management decisions & teams

Effective Date: September, 1998

Instructor(s)

Ike Hall **Office No:** Rm 315, SE6 **Phone:** 412-7409
 Office Hours: As posted

Text(s) and Equipment

Required : Management. Stephen Robbins, Robert Stuart-Kotze
 Canadian Fifth Edition, Prentice-Hall, 1994

Recommended: None

Course Notes (Policies and Procedures)

Attendance at all labs will be enforced as per the BCIT policy of the Calendar.

Students are responsible for all course material covered in lectures and labs.

Each student is expected to arrive in class with the case study material fully prepared, ready to participate in a class or small group discussion.

Assignment Details

As per the detailed course outline.

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Schedule for:
BUSA 1100

Management

Number	Outcome/Material Covered	Reference/Reading	Assignment	Due Date
1	Orientation & Understanding Groups and Teamwork	Chpt 14	Desert Survival & Teams	
2	Managers and The Evolution of Management	Chpt 1 & 2	Managerial Roles (pg 70)	
3	Organizational Culture & International Environment	Chpt 3 & 4	Canadian Machine Tool	24 Sep 98
4	Social Responsibility, Ethics, and Decision Making	Chpts 5 & 6	The Slade Company Self Assessment Exercises	1 Oct 98
5	Planning, Strategy, and Entrepreneurship	Chpt 7 & 8	Block Buster Video	
6	Planning Tools and Techniques	Chpt 9	The Head Shoppe (284)	15 Oct 98
7	Organizational Structure & Job Change Management	Chpt 11 & 12	E.J. Weiver	
8	Mid Term		Between a Rock and a Hard Place, This Side Up	29 Oct 98
9	Managing Change and Innovation	Chpt 10	Self Assessment Ex.	
10	Foundations of Strategy	Chpt 14 & 16	RFK Highschool	12 Nov 98
11	Communications and Interpersonal Skills	Chpt 17	ACME/OMEGA	
12	Planning	Chpt 17	Voodoo Tour (text)	26 Nov 98
13	Control, Information Systems, Operations Management	Chpt 19 & 20		
14	Review			