

<b>COURSE OUTLINE FOR: BUSA 1201 - Business Concepts</b>	<b>Date: January 2002</b>
<b>TAUGHT BY: Business Administration</b>	
<b>TAUGHT TO: School of Business</b>	
<b>Program: Broadcast</b>	
<b>Option: TV</b>	

<b>Hours/Week</b>	<b>3</b>	<b>Total Hours:</b>	<b>36</b>	<b>Term/Level:</b>	<b>2</b>
<i>Lecture:</i>	1				
<i>Lab:</i>	2				
<i>Other:</i>		<b>Total Weeks:</b>	12	<b>Credits:</b>	3

<b>Instructor: David Meers</b>	
<b>Office No. SE6-317</b>	<b>Phone: 412-7496</b>
<b>E-mail: dmeers@bcit.ca</b>	<b>Fax: 439-6700</b>
<b>Office Hours: AS POSTED</b>	

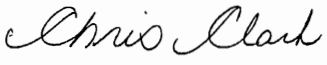
<b>Pre-requisites: successful completion of term 1</b>
--

<b>Short Course Description and Goals (from Calendar):</b> This course is designed to provide the student with an insight into setting up and running a company in the television production field. Topics covered include preparing a business plan, developing a marketing plan identifying target markets, and monitoring cash flow.
---

<b>Evaluation:</b>		
<i>Policy:</i>		
<b>Examinations</b>	30	%
<b>Business Plan</b>	30	%
<b>Marketing Plan</b>	10	%
<b>Lab Assignments</b>	20	%
<b>Participation</b>	10	%
<b>Total</b>	<b>100</b>	<b>%</b>

<b>Text(s) and Equipment:</b>
<b>Required:</b> Good, Walter S. (2000), Building a Dream: A Comprehensive Guide to Starting a Business of Your Own, 4 <sup>th</sup> Edition, McGraw-Hill. Students should also check out the internet sites that are referenced in the text as well as accompanying on-line study guide.
The text is sold with supplemental discs that are to be used to build the major business plan that forms a major portion of the course.

<b>Prior Learning Assessment Method: N/A</b>
--

<b>Course Record:</b>	
<b>Developed by:</b> <i>David Meers</i>	<b>Date:</b> January 9, 2002
<b>Revised by:</b>	<b>Date:</b>
<b>Approved by:</b> <i>Chris Clark</i> 	<b>Date:</b> January 2002

**Course Learning Outcomes:**

*At the end of this course, the student will be able to:*

- *Understand the importance of various forms of business ownership*
- *Understand basic financial and accounting principles*
- *Write a business plan*

**Course Notes (Policies & Procedures)**

- **Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.
- **Course 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.
- **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.
- **Labs:** Lab attendance is mandatory. Lab exercises are due at the end of the lab period.
- **I.D. Required in Examination Centres:** Effective December 2000, 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. Please see BCIT Policy #5300, Formal Invigilation Procedures.

**EXAMINATIONS (30% of course grade)**

There will be two exams (15% each) held during the lab time of Feb 19/22 and April 16/18.

**LAB ASSIGNMENTS (20% of course grade)**

There will be four assignments (5% each) designed to help develop your business skills. These will be distributed in the lab and due at the start of the lab the following week. Late assignments will lose 20% per day.

**PARTICIPATION (10% of course grade)**

Your grade for participation will be determined by regular attendance, the extent to which you are prepared for class, your contribution to class discussions, the extent to which you enable others to participate and your team's critique of a case presentation, *and your ability to demonstrate appropriate workplace behaviours—both in lecture and labs.*

Excellent participation (9 - 10) is defined as a student attending all labs, consistently participating and moving ahead in class discussions. Volunteering high quality analysis and insights or applications of course

content. Assisting other class members in development and understanding of course objectives. Helping others to participate effectively in group activities. Being punctual and attentive.

Satisfactory participation (6 - 7) is defined as a student missing no more than one lab, being prepared with good observations and analysis when called upon. Understanding assigned readings and being able to explain the concepts put forth in the text. Participating in a manner that is not dominating or overwhelming of others, nor distracting others.

Unsatisfactory participation (0 - 4) is defined as not being prepared when called upon, missing classes, presenting poorly reasoned observations and analysis, being "off task" in lab activities, not contributing to large class discussions or small group activities, dominating class or small group discussions, talking with other classmates at inappropriate times, etc.

### **BUSINESS PLAN (40% of course grade)**

Students are required to complete a business plan in the field of Television production. Grading will be based on the thoroughness of your plan and its viability.

#### **Idea Submission – Due Feb 4**

A one page typed submission is due Jan 28 outlining the basic idea of your proposed business

#### **Marketing Plan (10%) – Due March 4**

A "Feasibility Study" outlined at Stage 6 in the text book, will review part 1 of the business plan (pages 123-147. Consideration should also be given to the details in part 2 of the Feasibility Study (pages 148-177).

#### **Business Plan (30%) – Due April 15 (Late Penalty of 20% PER DAY)**

Complete Business Plan as outlined in Stage 11 (page 231-292) and on the spread sheet/Excel Diskettes in the text book. Complete financial statements required.

**Assignment Details:**

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

<b>Week of</b>	<b>Material to be Covered</b>	<b>Lab Activities/Assignments</b>
1. Jan 14	Course Introduction	Assignment 1
2. Jan 21	Entrepreneurial ship (Stages 1 & 2)	<b>Assignment 1 Due</b>
3. Jan 28	The "Ideal Business" (Stage 3)	Assignment 2
4. Feb 4	<b>Business Choice Due</b> Purchasing a Business (Stage 4)	<b>Assignment 2 Due</b>
5. Feb 11	Franchising (Stage 5)	Assignment 3
6. Feb 18	Pricing Practices and Policies Mid-term Review	<b>Exam</b>
7. Feb 25	Feasibility Study (Stages 6 & 7)	<b>Assignment 3 Due</b>
8. Mar 4	<b>Marketing Plan Due</b> Organizing your Business (Stage 8)	Assignment 4
9. Mar 25	Arranging Financing (Stage 10)	<b>Assignment 4 Due</b>
10. Apr 1	<b>No lecture (Easter Monday)</b>	Business Planning
11. Apr 8	Advertising and Promotion	Business Planning
12. Apr 15	<b>Business Plan Due</b> Review	<b>Exam</b>