



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing

Option: All

Course Outline Part A

BUSA 1100
Management

Hours/Week:	3	Total Hours:	39	Term/Level:	Fall 95
Lecture:	1	Total Weeks:	13	Credits:	
Lab:	2				
Other:					

Prerequisites

BDSA 1100 is a Prerequisite for:

Course No. None

Course No. None

Course Goals

Upon successful completion of this course you will understand the process of management in terms of recent theories, concepts and practices. The seminar portion of the course will give you practice in applying and relating the theoretical and conceptual models to specific work situations. You will analyze problem-solving situations and work-related cases and prepare recommendations for these situations.

Course Description

This is an introductory course in management theory in practice that is designed to cover the fundamentals. Management is presented as a discipline and as a process. You will explore the major managerial functions such as planning, organizing, leading and controlling. You will examine the role of manager as decision maker, responsible for developing and attaining the strategic goals and objectives of the organization in competitive and global environments.

Evaluation

Mid-term	25%	Your group participation mark is based on your group's evaluation of you. This means you cannot allocate higher than 80% average for the group in total and this would be an extremely high performing group. Your marks must be substantiated. I reserve the right to adjust the marks and will do so only if I perceive a major unjustified inequality .
Final	40%	
Project (2) group	25%	
Individual participation within Group	10%	
TOTAL	100%	

Course Outcomes and Sub-Outcomes

The participants will:

- gain an understanding of the role of the manager and the external contingencies that impact on the role.
- be able to describe the concepts of efficiency, effectiveness and the process of management.
- gain experience in the process of strategic planning and the planning process and tools available.
- understand why organizations are designed as they are.
- gain experience working effectively in teams.
- understand how to improve both individual and group satisfaction and performance through appropriate organizational and job design.
- gain skills required to resolve conflict and enable effective communication.
- gain an overview into the concept and practice of leading and motivating subordinates and peers.
- understand the use of effective controls and which control tools and techniques that are most effective in given situations.

Course Record

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

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

Approved by: _____ Start Date: _____
Associate Dean / Program Head (signature)



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part B

School of Business
Program: Marketing
Option: All

BUSA 1100
Management

Effective Date

Instructor(s)

Sydney Scott-Hallam	Office No.:	IBM SE6-311	Phone:	451-6789
	Office Hrs.:	As posted or by appointment.		
Ike Hall	Office No.:	IBM SE6-307	Phone:	451-6755
	Office Hrs.:	As posted.		

Text(s) and Equipment

Required:

Fundamentals of Management. Stephen Robbins, David DeCenzo
Prentice Hall, 1994.

Recommended:

Working in Groups. Mary K. Foster. 1995
Dryden. ISBN 0-03-923104-6

Course Notes (Policies and Procedures)

Student Responsibility

Attendance requirements will be enforced as per the BCIT policy of the Calendar. Excessive absence will be deemed to be missing for more than 2 labs for reasons within the student's control. Attendance will only be recorded at the beginning of a lab session. Upon notification of excessive absence and failure to provide adequate explanation, **the student will be disqualified from writing the final examination.** Students, upon application to the instructor, may be excused for illness (verification from a physician required when requested) or other valid excuses.

Students are expected to attend classes in this course regularly, and are responsible for all course material covered whether they have attended the classes or not. When arriving at a lab session in which a case study is scheduled, each student is expected to arrive in class with the case study or other assigned material not just "read", but also fully prepared, ready to participate in a class or small group discussion. For some classes students (in groups) will be required to prepare and present formal presentations of their case analysis to the rest of the class and the instructor.

Students who do not achieve a passing grade on examinations (individual evaluations i.e., combination of mid-term and final) will not be credited with marks obtained from group assignments.

Late lab assignments will not be accepted after the instructor has returned the assignment to any set. The penalty for a late assignment is 20% per calendar day after the due date. Only those students whose name appears on the assignment will receive credit for that assignment.

Form for Management Labs

Students in each set will be assigned by the instructor to one of five groups. The objective of this is to simulate a working environment where individuals have to work with others to accomplish a task assigned by their supervisor. This will allow students to experience how others react to their behavior and they can evaluate the behavior of others in a group situation. **Best results will be accomplished by groups that work well together and where all members are willing to participate.** Access to a computer will be essential for each group.

Assignment Details

3–4 page type written group projects
Using case analysis format as per handout.

1. Robin Hood Due Lab following Oct. 9, Paper focus on using the strategic management process on page 67 of your text. Analysis the case and make recommendations to Robin based on Porter's generic strategies. Be as specific as possible.
2. Saturn Case: Due Lab following Nov. 28, Paper focus on the Theories and concepts covered in the Organizing Module analysis the case and answer the questions following the case.



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Schedule

**BUSA 1100
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Date	Week of/ Number	Outcome/Material Covered	Assignment
Sept 12	1	Introduction: Managers	1
Sept 19	2	Management Changing Face of Management	2
Sept 26	3	Foundations of Planning	3
Oct 3	4	Planning Tools and Techniques	4
Oct 9	5	Foundations of Decision Making — Project Due in Lab	5
Oct 17	6	Foundations of Organization	6
Oct 24	7	Organization Design for the Twenty-first Century	7
Oct 31	8	Human Resource Management Managing Change and Innovation	8/9
Nov 7	9	Mid-term	
Nov 14	10	Foundations of Behavior Understanding Groups and Teams	10/11
Nov 21	11	Leadership and Supervision Motivating Employees	12/13
Nov 28	12	Communication and Conflict Management — Project Due in Lab	14
Dec 4	13	Foundations of Controlling Control Tools and Techniques	15/16
Week of Dec 17		Final Exam	



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Date	Lab Schedule Lab Following Lecture
Sept 12	Group formation group charter
Sept 19	Case <i>GM Coffee Maker</i> video and text, pg. 54. * Wednesday lab cancelled.
Sept 26	Case <i>Robin Hood</i> project
Oct 3	<i>Pert</i> assignment * Monday lab cancelled.
Oct 9	Decision making exercise Project <i>Robin Hood</i> due
Oct 17	<i>Acme Omega</i> case
Oct 24	Organizational charts exercise
Oct 31	Life success exercise text p. 200. Recruitment exercise, p. 202.
Nov 7	<i>Saturn</i> case project Monday lab cancelled.
Nov 14	Case difference between men and women video and text, p. 247. Group development exercise, p. 290 Monday labs — <i>Saturn</i> case
Nov 21	Needs assessment, p. 288. Exercise Motivation, p. 290.
Nov 28	Case <i>Kansas City Police</i> video and text, p. 343. <i>Saturn</i> project due
Dec 4	Case <i>Virtual Reality</i> video and text, p. 396 * Monday lab cancelled