



A POLYTECHNIC INSTITUTION School of: Business
Program: Business Administration
Option: Food Technology

Start Date:	March 18, 2007	End Date:	May 20, 2005
Total Hours:	40	Total Weeks:	10
Hours/Week:	4	Lecture: 1	Lab: 3
		Term/Level: 4	Course Credits: 2.5
		Shop:	Seminar:
			Other:

Prerequisites

Course No.	Course Name
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is a Prerequisite for:

Course No.	Course Name
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■ Course Description

Introduces the basic concepts of the management process required to bring a food product from recipe to market. Topics covered include: organizational structure, financing, marketing (including promotion and sales), manufacturing, staffing, and planning. It creates opportunities for the student to develop analytical, problem solving, teamwork, and communications skills necessary for an entrepreneur in food processing.

■ Evaluation Guideline

Exams	30 %	To pass the course the student is required to obtain a weighted average score for exams 1, 2, and 3 of at least 50%. Students that fail to meet this requirement will be given a final course mark equal to his/her weighted average score of the midterm and final examination.
Business Plan	30 %	
Marketing Plan	10 %	
Financial Plan	10 %	
Presentation	20 %	
TOTAL	100%	

■ Course Learning Outcomes/Competencies

BUSA 1102 is intended to be of value to students who will work as managers, administrators, supervisors, team leaders and specialists in food industry. Upon completion the course, the student will be able to

- Contribute effectively as team members
- Apply Performance standards
- Think critically in solving organizational and personnel issues
- Understand the legalities of various types or business organizations
- Develop a marketing plan for their business, including identification of customers
- Develop a financials plan
- Present a business plan to the class

■ Verification

I verify that the content of this course outline is current.

J. Macadam
Authoring Instructor

March 8, 2007
Date

I verify that this course outline complies with BCIT policy.

Dean/Associate Dean

March 18 / 2008
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

■ Instructor(s)

James Macadam

Office Location: SE6 370H

Office Hrs.: As posted

Office Phone: 604 456-8191

E-mail Address: jmacadam@bcit.ca

■ Learning Resources

No textbook is required for this class. Online resources will be provided.

Online resources include:

<http://www.smallbusinessbc.ca/pdf/bpff2002.pdf>

<http://www.cse.gov.bc.ca/reportspublications/publications/hbb2000.pdf>

<http://www.sbr.gov.bc.ca/resource-centre/publications.htm>

<http://www.canadabusiness.ca/ibp/en/index.cfm>

■ Information for Students

The following statements are in accordance with the BCIT Student Regulations Policy 5002. To review the full policy, please refer to: <http://www.bcit.ca/~presoff/5002.pdf>.

Attendance/Illness:

In case of illness or other unavoidable cause of absence, the student must communicate as soon as possible with his/her instructor or Program Head or Chief Instructor, indicating the reason for the absence. Prolonged illness of three or more consecutive days must have a BCIT medical certificate sent to the department. Excessive absence may result in failure or immediate withdrawal from the course or program.

Academic Misconduct:

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances are prohibited and will be handled in accordance with the 'Violations of Standards of Conduct' section of Policy 5002.

Attempts:

Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from their respective program.

Schedule

Session	Date	Material Covered	Text Reference	Assignment	Due Date
01	Mar. 18	Introduction to Business Planning			
02	Mar. 25	Introduction to Marketing			
03	Apr. 01	Marketing Research			
04	Apr. 08	Components of the Financial Plan Exam 1			
05	Apr. 15	Interpreting Financial Statements		Marketing Plan	Apr. 15
06	Apr. 22	Sources of Business Financing Exam 2			
07	Apr. 29	Business Licensing and Regulations		Financial Plan	Apr. 29
08	May 06	Organizational Structure			
09	May 13	Catch-up/Review Exam 3		Business Plan & Presentation	May 13
10	May 20	Exam Week (May 20-23) – No final exam			

This outline and session schedule is intended to provide an overview of lecture topics and relevant text material. However, depending on class progress and / or student interest, the instructor may change the schedule in a reasonable time period.