
Hours/Week:	4	Total Hours:	36	Term/Level:	4
Lecture:	1	Total Weeks:	9	Credits:	4
Lab:	3				
Other:					

Prerequisites**BUSA 1102 is a Prerequisite for:**

Course No.	Course Name	Course No.	Course Name
Satisfactory Completion of Term 3		None	None

Course Goals

The student will understand key business management concepts in relation to the major career interest in the food technology industry.

Course Description

The course will give students a working understanding of working effectively with others and includes development of a business plan in regard to food technology.

Evaluation

Case Study	10%
Business Plan	40%
Examination	40%
Participation	10%
TOTAL	100%

Course Outcomes and Sub-Outcomes

Students will be able to:

- apply the Carkhoff Problem Solving Model
 - set performance standards
 - understand the principles of managing change
 - negotiate with others more effectively
 - apply principles of marketing
 - complete a business plan
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- understand pricing principles
- evaluate ethical behavior and social responsibility

Course Record

Developed by: L. Jones BUS. ADM. [Signature] Date: 3/20/98
Instructor Name & Department (signature)

Revised by: L. Jones BUS. ADM. [Signature] Date: 2/20/98
Instructor Name & Department (signature)

Recommended by: L. Jones BUS. ADM. [Signature] Start Date: 2/16/98
Program Head Name & Department (signature)

Approved by: L. Jones [Signature] Start Date: March 16, 1998
Associate Dean/Dean Name & Dept. (signature)



Effective Date

March, 1998

Instructor(s)

L. Jones

Office No.: SE6-303

Phone: 451-6747

Office Hrs.:

Text(s) and Equipment

Required:

Case material and notes provided.

Recommended:

Course Notes (Policies and Procedures)

Assignment Details

To be distributed.



Week of	Topics
March 16	Elements of a System Force Field Analysis Hovey and Beard Case Management of Change Analysis Setting Standards Change of Work Procedures
March 23	Conflict Resolution Process of Negotiations Ugli Orange Case Coalition Bargaining
March 30	Carkhuff Problem Solving Case Studies and Incidents Typical Case Assignment
April 6	Major Trends in Canadian Business Economics and Business Ethical Behavior, Social Responsibility
April 13	Forms of Business Organization Small Business and Entrepreneurship The Business Plan — From Concept to Shelf
April 20	The Customer Driven Business Marketing — Building Customer Relationships Student Case Studies — Discussion
April 27	Pricing of Products and Services Promoting and Distributing
May 4	Business Plan Report — From Concept to Shelf
May 11	Finals
Evaluation Guideline	
Case Study	10 percent
Business Plan	40 percent
Examination	40 percent
Participation	10 percent