



## Course Outline

A POLYTECHNIC INSTITUTION

School of: Business

Program: Broadcast Communications

Option: Radio

**BUSA 1200**  
**Business Concepts**

**Start Date:** January 5, 2009

**End Date:** April 17, 2009

**Total Hours:** 45 **Total Weeks:** 15

**Term:** Winter **Course Credits:** 3.0

**Hours/Week:** 3 **Lecture:** 1 **Lab:** 2

**Prerequisites:** None

**is a Prerequisite for:**

**Course No. Course Name**

**Course No. Course Name**

### Course Description

#### BUSA 1200

Presents the fusion of traditional and contemporary perspectives of management, explores the role of management in the organization, departments, and teams with a focus on tools managers and leaders use to enable organizations to be successful.

Case studies of successful organizations are analyzed to determine the contribution of strategic positioning, measuring performance, process mapping, coaching and other management techniques to the success of the organization.

This course also offers students the opportunity to prepare business cards and review tax strategies for freelance work.

### Evaluation

Business Cards	20	%
Discussion Leaders	20	%
Quizzes/Reflections/Lab Assignments	20	%
Final Exam	30	%
Participation	10	%
<b>TOTAL</b>	<b>100</b>	<b>%</b>

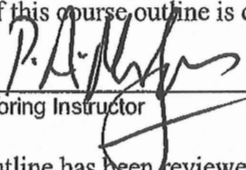
### Course Learning Outcomes/Competencies

- Analyze the effectiveness of a variety of management tools
- Assess the impacts of alternative management approaches on an organization.
- Analyze and evaluate business situations involving management and identify the factors of success by:
  - Applying models and methodologies for analysis
  - Comparing and contrasting approaches that lead to success

- Determining success factors that are transferable
- Apply a decision-making methodology to improve the quality of management decisions.
- Design a business card

### Verification

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

  
\_\_\_\_\_  
Authoring Instructor

December, 2008

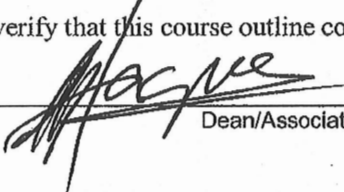
\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.  
Kevin Ribble

\_\_\_\_\_  
Program Head/Chief Instructor

\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

  
\_\_\_\_\_  
Dean/Associate Dean

  
\_\_\_\_\_  
Date

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

Instructor

Peter Morgan

Office Location: SE6 Room 327

Office Phone: 604 451 6747

Office Hours: <http://timetables.bcitbusiness.ca/>

### Learning Resources

**Required:** Management Powertools: A Guide to 20 of the Most Powerful Management Tools and Techniques Ever Invented  
Author: Harry Onsmann

**Assignments:** Assignments must be done on an individual basis unless otherwise specified by the instructor. Late assignments will be penalized 20% per day and will not be accepted after 5 calendar days past the due date. In exceptional circumstances flexibility and discretion will be used implementing this policy, provided the instructor is advised of the circumstances before the due date of the assignment. Students will not be given credit for the marks from group assignments unless they receive an average of a passing grade on the individual components of the evaluation.

**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. In such a case, it is the responsibility of the student to inform the instructor immediately.

**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.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

**Participation:** Active participation in labs is essential to accomplish the course objectives. *All assigned reading must be done before the lab.* Criteria for assigning the grade for participation are described on page 4.

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**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 the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

## **Assignments**

### **Discussion Leaders**

As a discussion leader you will work with other students to find and present articles that discuss current practices, problems, or events related current business issues. More specifically, your team is expected to find several (e.g., three) articles that illustrate a business practice, problem, or event and present them to the class, and lead the class in a short discussion. Discussion may revolve around questions about the practices, how they relate to or differ from what was mentioned in the lecture or book, and a **critical evaluation of their effectiveness**. Or, you may discuss how a current event illustrates problems related to business or management. Your discussion topic does not necessarily have to correspond to the topic covered in the week. Your discussion should cover from 30 to 40 minutes.

**Schedule Please note:** This is a tentative schedule. Some topics may be given additional consideration; some may be given less, should some exceptional learning opportunities be presented during the term, we will take advantage of them. Hence, there is a need for some flexibility; therefore, this schedule is subject to change at the discretion of the instructor. Should changes be required to the content of this course outline, students will be given reasonable notice.

Week	Learning Outcomes	Reference/ Reading	Assignment/ Lab Activity
Week 1 Jan 5	Introduction, course overview – NO lecture this week	In class handouts	No Lecture this first week
Week 2 Jan 12	Marketing	Chapter 7	
Week 3 Jan 19	Service Quality	Chapter 8	
Week 4 Jan 26	Business Cards	Special Lab	Assignment - Business Cards 20%
Week 5 Feb 2	Developing Self-Awareness	Chapter 13	
Week 6 Feb 9	Selecting People: Behavioural Based Interviewing	Chapter 14	
Week 7 Feb 16	Controlling Tasks and Projects: Project management techniques	Chapter 17	
Week 8 Feb 23	Developing People: Coaching	Chapter 18	Discussion Leaders (2 teams) (20%)
Week 9 Mar 2	Developing People: Team-building	Chapter 19	
Week 10 Mar 9	Spring Break		
Week 11 Mar 16	Time Management	Chapter 20	Discussion Leaders (2 teams)
Week 12. Mar 23	Taxes		
Week 13. Mar 30	TBA		Discussion Leaders (2 teams)
Week 14 Apr 6	TBA		
Week 15 Apr 13	Final Exam		