



A POLYTECHNIC INSTITUTION

School of Business
Program: Broadcast
Option: Radio

BUSA 1200
Business Concepts

Start Date: January 2006**End Date:** April 2006**Total Hours:** 42 **Total Weeks:** 14**Term/Level:** **Course Credits:** 3**Hours/Week:** 2 **Lecture:** 1 **Lab:** 2**Shop:** **Seminar:** **Other:****Prerequisites****is a Prerequisite for:****Course No. Course Name****Course No. Course Name****v Course Description**

This course focuses on the business of Radio including the ownership and organization of radio stations, management practices, project planning, budgeting, financial statements and current business trends.

v Evaluation

Current Issues	20	Two individual presentations (in class)
Interpretation of an Income Statement	10	In class
Project Plan for Documentary	30	Partner or individual
Budget for project plan	10	Individual or partner
Profile, Business Card, Letterhead	30	Individual
TOTAL	100%	

v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Create a project management plan that includes a projected budget
- Read and interpret an income statement
- Create a professional profile, business card and letterhead
- Describe current issues impacting the business of radio

v Verification

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

Bonnie Milne

Authoring Instructor

Jan 4, 2006
Date

I verify that this course outline has been reviewed.

Program Head/Chief Instructor

Date

I verify that this course outline complies with BCIT policy.

Dean/Associate Dean

Jan 04/2006
Date

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

v Instructor(s)

Bonnie Milne

Office Location: SE 6 327

Office Phone: 604 451 6747

Home: 604 922 2452

Office Hrs.: As posted

E-mail Address: bmilne@bcit.ca

v Learning Resources

Handouts will be supplied. Reference books will be recommended as the course progresses.

v Information for Students

(Information below can be adapted and supplemented as necessary.)

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

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. 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.

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.

Will be provided.

Schedule

Week Number	Outcome/Material Covered	Reference/Reading	Assignment	Due Date
January 1 Week 1	Project Management	Handouts		
January 8 Week 2	Project Planning	Handouts	Prepare Project Plan for documentary	Week 8
January 15 Week 3	Current Issues	Handouts	In class assignment (10%)	
January 22 Week 4	Current Issues	Handouts	In class Assignment (10%)	
January 29 Week 5	Independent, Corporate, Private Broadcasters - Organization and Management	Handouts		
February 5 Week 6	Independent, Corporate, Private Broadcasters - Financing	Handouts	Income statement interpretations (10%)	Week 8
February 12 Week 7	Leadership Skills – Power and politics	Case	Analyze case	
February 19 Week 8	Leadership Skills – Marketing for the station	Case	Analyze case	Week 9
February 26 Week 9	Budget Preparation	Handouts	Budget for documentary	Week 10
March 5 Week 10	Self Employment Marketing your business	Handouts		
March 19 Week 11	<ul style="list-style-type: none"> • Registering a sole proprietorship • Basic Accounting • Opening a business bank account • Costing your services • Logo, business cards 	Handouts/ Speaker	Personal Profile (30%)	
March 26				

Week Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
Week 12				
April 02 Week 13	Employment Law	Human Rights	In class cases	
April 9 Week 14	Employment Law	Employment Standards	In class cases	
April 16 Week 15	Profile Presentations			