



OCT 25 1999

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **September 1999**

School of Business

Program: Broadcast

BUSA 1200
Business Concepts

| | | | | | |
|-------------------|---|--------------------|----|-------------------|---|
| Hours/Week | 3 | Total Hours | 42 | Term/Level | 1 |
| Lecture: | 1 | Total | | Credits: | 4 |
| Lab: | 2 | Weeks: | 14 | | |

Course Description and Goals

This course will introduce the student to working effectively with others and includes development of an understanding of the general workings of the economy and business. The student will understand some of the key business management concepts in relation to the major career interest in the broadcast industry.

Evaluation

| | |
|-----------------|-------------|
| Lab Assignments | 10% |
| Term Project | 40% |
| Mid-term | 20% |
| Final exam | 20% |
| Participation | 10% |
| TOTAL | 100% |

Course Outcomes and Sub-Outcomes

Exposure to some general ideas about the economy and business
Apply basic principles of marketing
Understand basic financial principles
Understand the principles of managing change
Learn to negotiate with others more effectively



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Business Administration

Option: Broadcast

Course Outline **Part B**

BUSA 1200

Business Concepts

Effective Date

September, 1999

Instructor(s)

David Meers

Office No.:

SE6 317

Phone: 412-7496

Office Hrs.:

See my door

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Text(s) and Equipment

Required: Case material and notes provided

Course Notes (Policies and Procedures)

- *Assignments*: Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- *Attendance*: The attendance policy as outlined in the current BCIT Calendar will be enforced.
- *Course Outline Changes*: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- *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.
- *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 (i.e. an average is given according to your performance throughout the course).
- *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.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Schedule

School of Business

Program: Business Administration

Option: Broadcast

**BUSA 1200
Business Concepts**

Assignment Details

There will be a major project involving marketing a product for a local radio station. This assignment is due in the last week of classes. As well, small lab assignments will be assigned throughout the term. As a general guide the following topics will be covered:

1. *Canadian Business System*
2. *International Business*
3. *Financial Basics*
4. *Break-even Analysis*
5. *Marketing Essentials*
6. *Negotiation Concepts*

The mid-term will be held the week of October 11 to 15 during the lab time. The final exam will be scheduled for the exam week of December 6 to 10.

This outline is subject to change at the instructor's discretion.