



Course Outline

A POLYTECHNIC INSTITUTION

School of: Business

Program: Broadcast Communications

Option: Television

BUSA 1201
Television Management

Start Date: January 5, 2009

End Date: April 17, 2009

Total Hours: 51 **Total Weeks:**

17

Term: Winter

Course Credits: 3.0

Hours/Week: 3

Lecture: 1

Lab: 2

Prerequisites: None

is a Prerequisite for:

Course No. Course Name

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Course Description

BUSA 1201

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	%
Goal Setting	20	%
Appreciative Inquiry	20	%
Process Mapping	20	%
Reflections	20	%
TOTAL	100	%

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.

Bonnie Milne

Bonnie Milne
Authoring Instructor

January 14, 2009

Date

I verify that this course outline has been reviewed.

Robert Riskin

Robert Riskin
Program Head/Chief Instructor

Date

I verify that this course outline complies with BCIT policy.

[Signature]
Dean/Associate Dean

Jan 16/2009
Date

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

Instructor

Bonnie Milne M.A.

Office Location: SE6 Room 325

Office Phone: 604 432 8492

Office Hours: Wednesday 9:30 to 2:30

Learning Resources

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

Author: Harry Onsman

WebCT – all course information is available on WebCT

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.

Group Assignment:

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 Policy 5002 will be enforced. Students are required to attend all classes. Attendance will be taken in labs and occasionally in lectures. Students who miss more than 10% of classes may be required to withdraw from the course thereby receiving a failing grade. If students are sick, a medical note is required to avoid these absences from counting towards 10% limit.

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.

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.

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 Dec Jan 4 – Jan 10	Introduction, course overview Vision, Strategic Intent Mission and Values	Chapter 1	Vision Strategic Intent
Week 2. Jan 11 – Jan 17	Strategic Positioning	Chapter 2	Generic Strategies
Week 3. Jan 18- Jan 24	Business Cards TBA	Chapter 3	Assignment 1 Business Cards 20%
Week 4. Jan 25 Jan 31	Freelance Finances	Handouts	
Week 5. Feb 1 – Feb 7	Scenario Planning Changing Cultures	Chapter 4/5	Organizational Culture Assignment 1 due (TBA)
Week 6. Feb 8 – Feb 14	Changing Cultures	Chapter 5	Individual Leadership and Motivation Styles
Week 7. Feb 15 – Feb 21	Process Charts	Chapter 9	Assignment 2 Process Mapping (20%)
Week 8. Feb 22 – Feb 28	Pareto Analysis	Chapter 10	Assignment 2 due
Week 9. Mar 1 – Mar 7	Strengths	Handouts	
Week 10. Mar 8 – Mar 14	(spring break)		
Week 11. Mar 15 – Mar 21	Goal Setting	Chapter 11	Assignment 3 Goal Setting (20%)
Week 12. Mar 22 – Mar 28	Balanced Scorecard	Chapter 3	Assignment 3 Due
Week 13. Mar 29 – April 4	Appreciative Inquiry	Handouts	Assignment 4 Appreciative Inquiry (20%)
Week 14 Mar 5 – April 11	Taxes	Handouts	Assignment 4 due

Week	Learning Outcomes	Reference/ Reading	Assignment/ Lab Activity
Week 15 April 11 – April 17	Consulting Strategies	Handouts	Successful Consulting