



A POLYTECHNIC INSTITUTION

School of: Business
Program: Broadcast Communications
Option: Television

BUSA 1201
Television Management

Start Date: January 4, 2008 **End Date:** April 17, 2008

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 **Course No. Course Name**

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	%
Quizzes or 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

August 31, 2007

Authoring Instructor

Date

I verify that this course outline has been reviewed.

Robert Riskin

Program Head/Chief Instructor

Date

I verify that this course outline complies with BCIT policy.

Dean/Associate Dean

JAN 21 2008
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

Home 788 239 4059

Cell Phone 778 238 7330

Office Hours: As posted

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 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.

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 30 – Jan 4	Vision, Strategic Intent Mission and Values	Chapter 1	Vision Strategic Intent
Week 2. Jan 6 – Jan 12	Strategic Positioning	Chapter 2	Generic Strategies
Week 3. Jan 13- Jan 19	Business Cards		Assignment 1 Business Cards 20%
Week 4. Jan 20 Jan 26	Measuring Performance	Chapter 3	Key Performance Indicators
Week 5. Jan 27 – Feb 2	Freelance Finances	Handouts	
Week 6. Feb 3 – Feb 9	Changing Cultures	Chapter 4/5	Organizational Culture Assignment 1 due
Week 7. Feb 10 – Feb 17	Changing Cultures	Chapter 5	Individual Leadership and Motivation Styles
Week 8. Feb 17 – Feb 23	Process Charts	Chapter 9	Assignment 2 Process Mapping (20%)
Week 9. Feb 24 – Mar 1	Pareto Analysis	Chapter 10	Assignment 2 due
Week 10. Mar 2 – Mar 8	Goal Setting (exam week)	Chapter 11	Assignment 3 Goal Setting (20%)
Week 11. Mar 9 – Mar 15	(spring break)		
Week 12. Mar 16 – Mar 22	Scenario Planning	Chapter 4	Assignment 3 Due
Week 13. Mar 23 – Mar 20	Appreciative Inquiry	Handouts	Assignment 4 Appreciative Inquiry (20%)

Week 14 Mar 30 – April 5	Taxes	Handouts	Assignment 4 due
Week 16 April 6 – April 12	Consulting Strategies	Handouts	Successful Consulting
Week 17 April 13 – April 19	<i>Review</i>		Next Steps