



A POLYTECHNIC INSTITUTION

School of Business

Program: Business Administration

Option: Operations Management

BUSA2100
Principles of Management

Start Date:	March 20	End Date:	May 19
Total Hours:	30	Total Weeks:	10
Hours/Week:	3	Lecture:	1
		Lab:	2
		Term/Level:	2
		Course Credits:	2
		Shop:	
		Seminar:	
		Other:	

BUSA2100 is a Prerequisite for:**■ Course Description (required)**

A study of the basic concepts of the management process: planning, organizing, staffing, directing and controlling. Integrated with the concurrent first-term courses and using the case study method, it creates opportunities for the students to develop analytical, problem solving, teamwork, and communications skills, by analyzing and presenting solutions to typical business problems. Topics covered include: structuring organizations, decision-making and an introduction to production, human resources, controlling, and strategic and tactical planning.

■ Evaluation

Evaluation: <i>Policy:</i> To be given credit for the group assignments, students must average at least 50% on the individual components of the evaluation.		
Final Exam	35	Individual component
Management Project	40	Group work
Quiz	15	Individual component
Lab participation	10	Individual component
Total	100	

■ Course Learning Outcomes/Competencies

Upon successful completion, the learner will:

- Be able to read material in general business publications and relate the content to key management functions and concepts.
- Know the meaning of key terms that are commonly used in management.
- Understand the key functions of management (planning, organizing, leading and controlling)
- Understand how the environment influences management practices in organizations.
- Understand the importance of an organization's culture in shaping management practices
- Be able to apply several management theories to analyze business problems and opportunities.

Key concepts that will be covered include:

- Corporate and organizational structure
- Organizational effectiveness (triple bottom line and balanced scorecard measures)
- Skills and abilities necessary to be an effective manager
- Corporate social responsibility and the "triple bottom line"
- Organizational culture and environment
- Management functions of planning (planning and strategy) organizing (structure and HR) and control (foundations and operations mgmt)

Copies of this outline available at BCIT BUSA 2100 Shareout Directory

■ Verification

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

Wilf Ratzburg 

Authoring Instructor

~~December 2005~~ 06/03/20

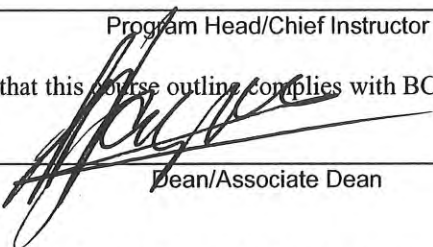
Date

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

March 23/2006

Date

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

■ Instructor(s)

Wilf Ratzburg

Office Location:
Office Hrs.:

SE6 307
As posted

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■ Learning Resources

Recommended:

Robbins, DeCenzo, et al., *Fundamentals of Management*, 4th Canadian Edition, Pearson Prentice Hall

■ Information for Students

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

The following statements are in accordance with the BCIT Student Regulations Policy 5002. To review the full policy, please refer to: <http://www.bcit.ca/~presoff/5002.pdf>.

Assignments: Late assignments will be penalized 10 percent for each day past the due date.

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 may be taken at the beginning of each lab. 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 exams. 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 their respective 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 and students will be notified by email..

■ Assignment Details

FINAL EXAM – (35%)

The final exam will consist of written answer questions. It will cover all material covered in the labs and lectures from the beginning of the course to the date of the exam. The final exam may include specific questions related to the management project.

QUIZ – (15%)

One midterm quiz will be given. This quiz will consist of essay questions.

MANAGEMENT PROJECT-- (40%)

Please see the separate handout for the details of the Management project.

This is a team project (3 teams per set). The teams will select two organizations they will study during the term. The organizations must be recognized as one of Canada's well managed companies. It should be "in the news" and/or there should be considerable information about the organizations in the public domain. Selection of organizations must be approved by your lab instructor. Each team will prepare a written report that describes and analyzes the organization based on key topics from the course. There are two due dates for the major sections of the report (at weeks 5 and 9 respectively).

PARTICIPATION – (10%)

Your grade for participation will be determined by regular attendance, the extent to which you are prepared for class, your contribution to class discussions and the extent to which you enable others to participate. *As a component of participation, each student will be required to discuss a current business article with the class. Other individual assignments may be given.*

Your ability to demonstrate appropriate workplace behaviours including attendance, participation, and self-management in various school settings, both individually and in teams will be taken into consideration.

Excellent participation (8-10%) is defined as a student attending all labs, consistently participating and moving ahead in class discussions. Volunteering high quality analysis and insights or applications of course content. Assisting other class members in development and understanding of course objectives. Helping others participate effectively. Being punctual and attentive.

Satisfactory participation (6-7%) is defined as a student missing no more than one lab, being prepared with good observations and analysis when called upon. Understanding assigned readings and being able to explain the concepts put forth in the text. Participating in a manner that is not dominating or overwhelming of others. Not distracting others.

Unsatisfactory participation (0-5%) is defined as not being prepared when called upon, missing classes, presenting poorly reasoned observations and analysis, being "off task" in lab activities, not contributing to large class discussions or small group activities, dominating class or small group discussions, talking with other classmates at inappropriate times, etc.

Schedule BUSA 2100–Principles of Management

BUSA 2100 COURSE SCHEDULE

A. WEEK #1

1. Lecture

a) Course Introduction

- (1) *Planning, Organizing, Leading, Controlling*
- (2) *Historical Perspective*

2. Lab

a) Course Outline

b) Course Expectations

- (1) *Email instructor*
- (2) *Exams*
- (3) *Assignments*
- (4) *Presentations*

c) Introductions

d) Determination of project groups

e) Assignment due next week in Lab:

- (1) *Internet search for:*
 - (a) Corporate mission statements
 - (b) Corporate goals
 - (i) Departmental goals
 - (c) Corporate objectives
 - (i) Departmental objectives
 - (d) Corporate policies
 - (i) Departmental policies
 - (e) Corporate regulations
 - (i) Departmental regulations
- (2) *Class presentation of findings (due next week)*
- (3) *Class discussion of the relationship between mission statements, goals, objectives, policies, regulations, rules, budgets (due next week)*

B. WEEK #2

1. Lecture

a) Corporate environment

- (1) *PEST*

b) Internal corporate variables

- (1) *Organizational culture*
- (2) *Technology*

c) SWOT

- (1) *Internal = SW*
- (2) *External = OT*

2. Lab

- a) **Class presentation of findings re mission statements, goals, objectives, policies, regulations, budgets**
- b) **Class discussion of the relationship between the concepts above**
 - (1) *What is the role of the mission statement?*
 - (2) *Who is the audience for the mission statement?*
 - (a) Internal?
 - (i) Employees?
 - (ii) Management?
 - (b) External?
 - (i) Shareholders?
 - (ii) Customers?
 - (iii) Other stakeholders?
- c) **Assignment (due in class next week)**
 - (1) *Corporate Social Responsibility*
 - (a) Internet or library search
 - (i) What is Milton Friedman's position on corporate social responsibility?
 - (ii) What is the antithesis of Friedman's position on corporate responsibility?
 - (b) What is your opinion on the subject of corporate responsibility?
 - (c) Class presentation on the above (due next week) – be prepared to debate both sides of this issue

C. WEEK #3

1. Lecture

- a) **Planning**
 - (1) *Writing mission statements*
 - (2) *Writing goals/objectives*
 - (a) Who, what, where, how, when
 - (b) Comparing well-written objectives with ones that are poorly written
 - (c) The relationship between objectives and budgets
 - (i) MBO
 - (ii) ZBB

2. Lab

- a) **Class presentations on corporate responsibility**
- b) **Class discussion on corporate responsibility**
- c) **Assignment (due next week – class presentation)**
 - (1) *Class presentation on progress of team project (due next week)*
 - (a) Mission
 - (i) Vision?
 - (ii) Philosophy?
 - (b) Goals
 - (i) Objectives
 - (c) PEST Analysis

D. WEEK #4

1. Lecture

- a) Corporate stakeholders: who/what are they?
- b) Corporate responsibility
- c) Corporate ethics

2. Lab

- a) Class presentation on progress of Management Project
 - (1) Mission
 - (a) Vision?
 - (b) Philosophy?
 - (2) Goals
 - (3) Objectives
 - (a) Policies?
 - (b) Procedures?
 - (c) Rules? Regulations?
 - (4) PEST Analysis

E. WEEK #5

1. Lecture

- a) Strategy

2. Lab

- a) Oticon Case
 - (1) In-class case analysis

F. WEEK #6

1. Lecture

- a) MIDTERM Quiz – tentative date (Details will be forwarded to students by email and announced in the lecture two weeks prior to the actual date)

2. Lab

- a) Self-assessment exercise: “How well do you fit into a bureaucracy?”
- b) Self-assessment exercise: “How power oriented are you?”
- c) Class presentation of team project progress
 - (i) SWOT Analysis
- d) Assignment: Management Project update

G. WEEK #7

1. Lecture

- a) Organizing
 - (1) Structure

2. Lab

- a) Oticon Case revisited (how was the culture changed?)
 - (1) In-class case analysis
 - (a) Competing Values Framework

H. WEEK #8

1. Lecture

a) Organizational culture

- (1) *Hofstede*
- (2) *Trompenaars*
- (3) *Competing Values Framework*

2. Lab

a) Organizational culture analysis instruments

- (1) *Hofstede*
- (2) *Trompenaars*

I. WEEK #9

1. Lecture

a) Controlling

2. Lab

a) Project presentations

J. WEEK #10

1. Lecture

a) Review topics

2. Lab

a) Project presentations

*This schedule is subject to change at the discretion of the instructor.