



A POLYTECHNIC INSTITUTION

BUSA 1201

School of: Business
Program: Broadcast Communications
Option: Television

Start Date: January, 2007 End Date: March 2007
Total Hours: 33 Total Weeks: 11 Term/Level: Spring Course Credits: 3.0
Hours/Week: 3 Lecture: 1 Lab: 2 Shop: Seminar: Other:

Prerequisites: None is a Prerequisite for:
Course No. Course Name Course No. Course Name

Course Description

Business 1201 provides an introduction to organizational initiatives, group dynamics, and individual factors that influence the organization's success.

This course focuses on strategies that create excellent work environments and provides key concepts for those who will freelance in the broadcast industry.

Evaluation

Table with 3 columns: Evaluation Item, Score, Percentage. Rows include Values Integration, Goal Setting, Business Card/Logo, Quiz, and TOTAL.

Course Learning Outcomes/Competencies

Upon successful completion of the course, the student will be able to:

- Identify organizational goals and describe a strategic approach to achieve these goals
Describe methods of identifying and agreeing to goals
Describe methods of leading teams in different situations
Describe the application of two leadership techniques
Develop questions using the Appreciative Inquiry approach
Create business logo, business cards and letterhead
Be familiar with the tax implications of operating a small business

## Verification

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

Bonnie Milne

December 19, 2006

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Authoring Instructor

Date

I verify that this course outline has been reviewed.

Robert Riskin

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Program Head/Chief Instructor

Date

I verify that this course outline complies with BCIT policy.

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Dean/Associate Dean

Date

April 25 2007

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 327

Office Phone: 604 451 6747 Home 778 329 4059 Cell 778 328 7330

Office Hours:

## Learning Resources

**Required:** Management Powertools: A Guide to 20 of the Most Powerful Management Tools and Techniques ever Invented Author: Harry Onsman

## Assignments:

### Assignment One - Values Integration 20%

#### Preparation:

1. Values list (attached) – check off 10 values that are most important to you in your workplace
2. Review Chapter One of Management Powertools

#### Assignment

1. List three values and describe three behaviours that are indicators of each of these values for an organization you currently work with or have worked with.
2. Describe three values, strengths or attitudes you brought to the organization that were in line with the organization values
3. Describe one value, strength or attitude that you had to modify in order to work well in the organization
4. Describe one value, strength, attitude or behaviour that will serve you well as you move into the broadcast industry and state how you hope to apply this.

#### Marking Criteria

1. Content – use of concepts from Chapter one, demonstrate insight into both the organization and yourself
2. Complete – all questions are answered in detail
3. Grammar and spelling – this assignment can be in point form, spelling must be correct, it must be typed and grammar must be checked.
4. Timeliness (late assignments will not be accepted)

## Assignment Two – Goal Setting 20%

Job Ads will be distributed in the lab.

### *Preparation:*

3. Review the attached job ads and decide which one you want to work with
4. If none of these are of interest to you, find a job ad you are interested in working with

### *Assignment*

5. Following the steps outlined in Chapter 11 of Management Powertools describe 3 broad goals you believe this organization has
6. Prepare two performance goals – using the SMARTER format for this position
7. Describe the resources needed to complete the goals (at least 3)

### *Marking Criteria*

5. Relationship of the broad goals and the performance goals to the organization
6. Complete – the two goals follow the SMARTER format, and are realistic
7. Grammar and spelling – this assignment can be in point form, spelling must be correct, the assignment must be typed and grammar must be checked.
8. Timeliness (late assignments will not be accepted)

## Assignment Three – Business Logo and Business Card (20%)

### *Preparation*

1. Begin looking at business cards and logos to help you determine the style you would like to use.
2. Elena Underhill will work with you in the lab to show you how to use the software.

### *Assignment*

1. Using the Illustrator software prepare a logo that reflects the work you want to do when you graduate,
  - a. that clearly reflects the business you are in,
  - b. transfers easily from print to web
  - c. is effective in black and white or in colour
2. Set up a meeting with Elena to receive feedback on your card
3. Submit the finished product along with the feedback to Bonnie

### *Marking Criteria*

1. The logo speaks to the business you are in
2. The card has all the relevant information (phone or cell number, email, your name and title, company name)
3. The design is balanced, transfers from print to web easily and is effective in black and white and colour
4. Timeliness (late assignments will not be accepted)

**Quizzes** – quizzes will be given on each chapter of the textbook and on Taxation. These quizzes will account for 40% of your mark 5% each. .

**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.*

**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
<b>Managing the Organization</b>			
Week 1. Dec 31 – Jan 06	Introduction, course overview, guiding strengths Vision, Strategic Intent	Chapter 1	Vision Strategic Intent Assignment 1 Values Integration (10%)
Week 2. Jan 07 – Jan 14	Strategic Positioning	Chapter 2	Quiz on Chapter 2 Assignment 1 due Application of the Five Forces and Generic Strategies Model
Week 3. Jan 21 – Jan 27	Balanced Scorecard and KPI's	Chapter 3	Quiz on Chapter 3
Week 4. Jan 28 – Feb 03	Scenario Planning European scenario plans	Chapter 4	Quiz on Chapter 4 Television in 15 years
Week 5. Feb 04 – Feb 10	Changing Corporate Culture	Chapter 5	Quiz on Chapter 5 Identify your corporate culture. Recommend changes to shift the culture
Week 6. Feb 11 to Feb 17	Improving Processes	Chapter 9	Quiz on Chapter 9 Create a process map for producing your video
<b>Managing People</b>			
Week 7. Feb 18 to Feb 24	Managing People – Goal Setting Empowerment	Chapter 11-12	Quiz on Chapters 11 and 12 Assignment 2 Goal Setting (20%)
<b>Preparation for Freelancing</b>			
Week 8. Feb 25 to March 3	Business Cards	In the Media Lab	Assignment 2 Due Assignment 3 Business Cards
Week 9. March 4 to March 10	Taxation	Handouts on WebCT	Quiz on Taxation
Week 10. March 11- March 17	Spring Break		
Week 11 March 18 to March 24	Self Awareness Success Stories	Chapter 13	Quiz on Chapter 13 Assignment 3 Due