



FEB 01 2000

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

School of: Business

Program: Broadcast

Option: Television

BUSA 1201
Business Concepts

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

Prerequisites**is a Prerequisite for:**

Course No.	Course Name	Course No.	Course Name
None		None	None

Course 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%
Projects	40%
Examination	40%
Participation	10%
TOTAL	100%

- Understand basics of the economy
- Apply principles of marketing
- Set performance standards
- Understand the principles of managing change
- Negotiate with others more effectively

[illegible]



Effective Date

January, 2000

Instructor(s)

David Meers	Office No.:	SE6 317	Phone: 412-7496
	Office Hrs.:	See my door	dmeers@bcit.ca

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.



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Schedule

School of Business
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Assignment Details

There will be a major project involving the planning and budgeting for a documentary. 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:

Canadian Business System

International Business

Financial Basics

Break-even Analysis

Marketing Essentials

Negotiation Concepts

The mid-term will be held the week of February 14 to 18. The final exam will be scheduled for the exam week of April 10 to 14.