



JUN 29 1998

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

*School of Business
Program: Broadcast
Option: Television
Taught to:*

*Course Outline for:
BUSA 1201
Introduction to Business
Date: January 1998*

Hours/Week:	3	Total Hours:	45	Term/Level:	2
Lecture:	1	Total Weeks:	15	Credits:	
Lab:	2				
Other:					

Instructor

Ron Kessler	Office No:	SE6-307/SW3-2725	Phone:	451-6820
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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
					12:30-1:30

Prerequisites

Course Description and Goals

This course introduces students to the fundamentals of business. Students will cover a variety of subjects which cover many basic issues in setting up a small business in B.C. The first section introduces students to the broadcast industry through an introduction to the Canadian economy and business, guest lecturers from the industry and research into businesses in the industry. In the second section, students are introduced to the basics of setting up a business plan, an essential planning tool for creating a more focused business for themselves. This focuses on simple accounting, marketing and the budgeting process.

Prior Learning Assessment Method

Evaluation

Policy: Students must also present satisfactory term projects in order to complete the course.

Final Examination	40	%
Midterm Tests		%
Quizzes		%
Assignments	30	%
Projects/Reports	30	%
Other		%

Course Learning Outcomes

At the end of this course, the student will be able to:

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Course: BUSA 1201

Course Record

Developed by:

[Signature]

Instructor

Ron Keasler

Date:

Jan 8/98

Revised by:

[Signature]

Instructor

Date:

Approved by:

[Signature]

Program Head

Date:

1/8/98

Approved by:

[Signature]

Associate Dean

Date:

Instructor

Office No:

Phone:

E-mail:

Fax:

Office Hours

Monday

Tuesday

Wednesday

Thursday

Friday
12:30-1:30

Text(s) and Equipment

Required:

Fuhrman, Peter H. **Business in the Canadian Environment. Fifth Edition.**

Reference or Recommended:

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.
- *Labs:* Lab attendance is mandatory. Lab exercises are due at the end of the lab period.

Assignment Details



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program:

Option:

Schedule for:

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

Week/ Lecture Number	Material Covered	Reference	Assignment	Due Date

Week	Topics	Reference /Reading
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9-Jan	<p>Part 1 - General economic issues</p> <p>Introduction</p> <ul style="list-style-type: none">• Overview of the economy• Finding a business concept• Assignment: Profile a business.• Exercise: Taking the entrepreneurship quiz. Are you cut out to be an entrepreneur? - in pairs with someone you know well (and knows you) take the quiz and answer honestly.	Fuhrman: Chapter 1
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16-Jan	<p>Introduction to the Industry - guest Speaker Heather Hawthorne Doyle</p> <p>Note: questions about this presentation will appear on the final exam.</p> <p>Exercise/Assignment: Evaluate the business concepts and narrow down the list. Two ideas need to come from this list:</p> <p>a) You need to come up with a business concept for yourself by Jan 30 for use in your business plans.</p> <p>b) You need to decide on a business to profile on Feb 27. Due on Jan 30.</p>	Chapter 3 to page 102
23-Jan	<p>Guest Speaker - David Ohnona (Experiences in Entrepreneurship)</p> <ul style="list-style-type: none"> • Media director in advertising • Promotions Director Coast Radio • Independent film producer <p>Note: questions about this presentation will appear on the final exam.</p>	
30-Jan	<p>Managerial Skills Assessment</p> <p>Skills Needed by Entrepreneurs (and Employees, too!)</p> <p>Exercise: Assessing your skills.</p> <p>Forms of Business</p> <p>Sole proprietorship, partnerships and incorporation name registration process incorporation procedures</p> <p>Assignment: Register a name.</p> <p>Assignment Due: Student groups must hand in their business concept.</p>	<p>Chapter 15: Pages 664-674 (Class notes)</p> <p>Chapter 3 Pages 102 - 130</p>
6-Feb	<p>Assessing your financial resources: Personal balance sheets and cash flows.</p> <p>Basics of Accounting</p> <ul style="list-style-type: none"> • Sources of Funds (yours, mine and theirs) • Financial Accounting - 3 basic statements • Simple Records management - when to use an accountant and when not. • Using Quicktax (demonstration) • Using Quickbooks (Demonstration) <p>Exercise/Assignment: Assess your own personal finances.</p>	<p>(class notes)</p> <p>Chapter 9 to page 396, 403-408</p>
13-Feb	<p>Government Regulation (Paperwork, death and taxes!)</p> <p>The role of government in society</p>	- Chapter 12 to page 536,

	<p>Employees versus Contracting (Revenue Canada Rules!) employee taxes (EI, WCB, CPP, RRSP, Income Tax/EI withholding, issuing T4 statements) Sales Taxes (PST, GST)</p> <p>Other employment considerations</p> <p>Employment standards Labour Codes Benefit plans (extended medical, dental, life, disability) (available to contractors as well as employees, many of these are nontaxable benefits).</p>	<p>555-557</p> <p>-Chapter 11 to page 494 -Handouts on employment standards</p>
20-Feb	<p>Guest speaker - Deepak Sahasrabadhe Soma Television Ltd.</p> <p>Note: questions about this presentation will appear on the final exam</p>	
27-Feb	<p>Creating a business plan (When I grow up, I want to be a ???) Examples of business plans Basic components of business plans Using business plans Case study - TBA</p>	Handouts
6-Mar	Business Profiles Presentations	
13-Mar	Spring Break - no classes	
20-Mar	<p>Fundamentals of Marketing - getting out your message - the four "P's" of marketing</p> <p>Assignment: Decide on a plan for marketing for your business. Due in one week.</p>	Chapter 8
27-Mar	<p>Basic Budgeting (forecasting). Financing your business plan. Make the budget fit your needs (Goal setting). Don't confuse record keeping with budgeting. Fixing problems as they show in the numbers (Example, Sunset daycare).</p> <p>Two tools: Present Value Analysis Break Even - a simple tool Break even / present value exercises Exercise: Should I rent or buy a camera?</p> <p>Exercise/Assignment: Develop a preliminary financial forecast for your</p>	<p>Chapter 9 Pages 397-403</p>

	business. Due in one week	
3-Apr	Protecting your business: Intellectual property Issues (Optional topic) Assignment: Put the finishing touches on your basic business plan	
10-Apr	Good Friday - no classes	
17-Apr	Final Exam Business Plans due	

Assignment/ Project	Title - Description	Date Given	Date Due	Comments
	Company Presentation		April 10	

Term Project - Company Presentation (due Week 8)

The class is divided into groups of (approximately) 4 students. Each student is expected to participate in the preparation and presentation of the material as below.

Each group is to research the fundamentals of one firm in the broadcast industry. This could be a TV stations (like CKVU), a radio broadcast firm (many), a production house or other related firm. The group is particularly to look at “essence” of their chosen company, looking particularly at financial, marketing and operational aspects of the company. The group will gather this information through discussion with employees of the firm, through examination of the financial statements and through observation at the work site. The group is expected to carefully approach a firm in this business and to explain the nature of their request. The material to be gathered is to be used only for educational purposes, and is **not to be used for anything else**.

The group is to “boil” down the material they have gathered into a short (20 minute) presentation. This could be done as a video which will be presented to the class, or as an oral presentation. Appropriate written backup material should be prepared ahead of time (for example, an organizational chart might be helpful). This could also be supplemented by a written summary for further perusal.

At the end of the presentation, the instructor will grade the presentation to see if it answers the following questions:

1. What is the essential “business” of the firm? What does it “do?” Are there any special laws or other rules which operate in this business which affect this firm? What is their vision for the future?
2. Who are the customers providing revenue to this company? What special aspects of their “product” give it the desired market niche? Has this focus changed over time?
3. What is the financial situation of this firm? Have they made profits? Lost money? what has happened to their share value? Why? Undertaking new investments? Why?
4. What is the operational side of their business? Do they have a large, modern site? Is their equipment up to date? Are the employees young or old? Is the organization “flat” or “hierarchical?” Are there key members of the organization? Has the organization been under major down-sizing recently?
5. If I wanted to sell something to this company (as a prospective broadcast student) what would it be? What kind of product would they be interested in buying?

6 If I were a prospective employee of this organization (as a prospective broadcast student) where would I fit in? What would be my job duties in the grand scheme of things?

Because of the essential nature of these issues, it would probably be wisest to choose a **public** company rather than a private one. It would be unlikely, for example, that you could get the financial statements from a private firm.

Choosing a somewhat larger firm is also appropriate, since they are likely to have many of these issues well documented. Smaller firms are less likely to share their hard-won information or their business plan with anyone (ie. riff-raff students and seedy instructors).

Students will be expected to work, as a group, on a proposed business plan. The plan should be as realistic as possible, given the resources that the students are able to bring to the project. There are several major hurdles involved in the business plan:

1. By week 4 (last week of January), students should have a **rough** idea of what business they would like to explore in making up a business plan. This could be determined through suggestions from people who are knowledgeable in the area (e.g. instructors in Broadcast, or from students who have previously graduated. You might want to copy some existing firms, ideas generated through the first term project).
2. By week 6, students must have written up their basic proposal, which would be a statement of intention as to the area of business they will be modeling in the **business plan**. They should include short statements about:
 - the type of business (e.g. what they are selling)
 - who their customers will be (e.g. who will pay them money for the product)
 - the basic means by which their revenue will be generated (e.g. fees per hour, contracts, etc.)
 - what their largest expenses will be (e.g. what fundamental equipment will need to be purchased)
 - major competitors in the field
 - major hurdles that will need to be overcome in setting up the business (other than finding customers) (e.g. significant legal restrictions, investors, etc.)

The instructor will help you refine some of these issues as feedback to the groups.

3. By week 10 the students should begin to fill out the various components of their business plan, working specifically through the competition, marketing, operations and financial portions of the business plan. You can use any of the sample business plans which you have received as a model.
4. By week 15, the final product will be ready to hand in. This should be a complete document, which is succinct and impressive enough to show to possible investors. It must be neat, as error free as possible, and provides sufficient detail that there are few unanswered questions. (For example, if you are looking for investors, what form of investment are you asking of them? What assumptions went into your revenue plans?)