



A POLYTECHNIC INSTITUTION

## COURSE OUTLINE

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

<b>COURSE NUMBER: BUSA 2005</b>	<b>COURSE NAME: Principles of Management</b>	
<b>SCHOOL OF BUSINESS</b>	<b>Start Date: January 2003</b>	<b>April 2003</b>
<b>TAUGHT BY: Business Administration</b>		
<b>TAUGHT TO: Part-time Studies</b>		

<b>Hours/Week</b>	3	<b>Total Hours:</b>	45	<b>Term/Level:</b>	Spring 2003
		<b>Total Weeks:</b>	15	<b>Credits:</b>	3

<b>Instructor:</b>	<b>Phone:</b>
<b>E-mail:</b>	<b>Fax:</b>

<b>Pre-requisites:</b>	<b>This course is a prerequisite for</b>
<b>Course Number: NONE</b>	<b>NONE</b>
<b>Course Name:</b>	

### Short Course Description:

This course will introduce you to the principles of management for a competitive advantage in today's environment. You will explore the basic concepts of the management process such as planning, organizing, leading and controlling. The skills required to operate effectively as an individual, in teams, on projects in all levels of an organization will be examined. You will gain an understanding of the role of management as decision-makers responsible for developing and attaining the strategic goals and objectives of the organization in competitive and global environments. You will integrate the learnings from the course through case analyses and in-class discussion groups.

### Evaluation:

*Policy: Students must pass individual components of the course to receive credit for group work*

<b>Final Examination</b>	40	% (individual)
<b>Midterm Test</b>	20	% (individual)
<b>Case studies (2 written; 1 presentation—all in group work)</b>	30	%
<b>Participation, attendance, and ability to demonstrate appropriate workplace behaviours</b>	10	% (individual)
<b>Total</b>	<b>100</b>	<b>%</b>

### Text(s) and Equipment:

**Required:** Robbins, Stephen P., et al. *Management* (7<sup>th</sup> Canadian Edition), Pearson Education

**Recommended:** Any business journal or business section in the daily newspaper.

**Prior Learning Assessment Method:** *Exams, written case study, oral case study presentation*



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Verification:

I verify that the content of this course outline is current: <i>(Instructor)</i> "Eileen Stewart"	Date:
I verify that this course outline has been reviewed: <i>(Chief Instructor/Program Head)</i> "Eileen Stewart"	Date:
I verify that this course outline complies with BCIT policy: <i>(Associate Dean)</i>	Date:

**Course Learning Outcomes/Competencies:**

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

1. Describe the changing role and functions of management in business
2. Critically evaluate the role of managers in today's business
3. Assess the impacts of alternative management approaches on an organization
4. Analyze and evaluate business situations involving management issues and develop appropriate responses to improve the situation by:
  - Researching and interpreting business situations
  - Applying commonly used models and methodologies for analysis
  - Developing appropriate alternatives and solutions
  - Presenting recommendations and an action plan
5. Apply a decision-making methodology to improve the quality of management decisions
6. Work effectively as a team member
7. Make effective verbal and written presentations

**Course Notes (Policies & 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:** 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, test, 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.
- **I.D. Required in Examination Centres:** Effective December 2000, in order to write exams, students will be *required* to produce photo-identification at examination centres. Photo I.D. must be placed on the desk before an exam will be issued to the student. The I.D. must remain in view on the desk while writing the exam, for inspection by invigilators. Students should bring a BCIT OneCard or, alternatively, two pieces of identification, one of which must be government photo I.D. such as a driver's license. Please see BCIT Policy #5300, Formal Invigilation Procedures.
- **Students must pass the individual components of the course in order to receive credit for the grades on group work.**



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#### Assignment Details:

#### EXAMS

The formats for the mid-term will consist of multiple choice questions; for the final exam, multiple choice questions and a case study.

#### CASE STUDIES

##### Group

The instructor will assign students to groups. Groups will be responsible for preparing two (2) written case studies and making a formal presentation of a case to the entire class. The cases assigned will be different for each presenting group and will be different from the written cases. Each case is worth 10%. Cases used will be drawn from the cases at the end of each chapter or supplied by the instructor. Students will be organized into groups consisting of 4-5 people. There will be a rotation schedule created so that a total of five (5) cases will be used.

	PRESENTATION	WRITTEN	WRITTEN
<b>Case 1 Week 10</b>	Group 1	Group 3	Group 5
<b>Case 2 Week 11</b>	Group 5	Group 2	Group 4
<b>Case 3 Week 12</b>	Group 4	Group 1	Group 3
<b>Case 4 Week 13</b>	Group 3	Group 5	Group 2
<b>Case 5 Week 14</b>	Group 2	Group 4	Group 1

Marks for late assignments will be reduced by 50% unless prior arrangements have been made.

Students are expected to complete the assigned readings before attending class and to read and think about cases before the class. You will require your textbook for all classes. Students are expected to participate actively through presenting critiques of presentations, contributing insights, asking thought-provoking questions, listening to others and soliciting the input and ideas of classmates. Another way to participate is to clip current business articles from journals or newspapers and note how they relate to the course concepts.

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

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment
#1 January 6	Introduction to course and overview of management and management functions	Chapter 1	
#2 January 13	Current Trends and Issues in Management	Chapter 2	

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment
#3 January 20	Organizational Culture and Environment	Chapter 3	
#4 January 27	Social Responsibility and Managerial Ethics	Chapter 5	
#5 February 3	Managing in a Global Environment Review of Case Analysis Method Formation of groups for case studies	Chapter 4	
#6 February 10	Decision Making Review for mid-term	Chapter 6 Handout	
#7 February 17	<b>MID-TERM EXAM, Chapter 1-6</b>		
#8 February 24	Foundations of Planning	Chapter 7	In-class case study (practice)
#9 March 3	Strategic Management	Chapter 8	In-class case study and informal presentation (practice)
#10 March 10	Organizational Structure and Design	Chapter 10	CASE #1
#11 March 17	Managing Change and Innovation	Chapter 12	CASE #2
#12 March 24	Foundations of Control	Chapters 18	CASE #3
#13 March 31	Operations and Value Chain Management	Chapter 19	CASE #4
#14 April 7	Summary and wrap-up Review for final		CASE #5
#15 April 14	<b>FINAL EXAM—CHAPTERS 7, 8, 10, 12, 18, and 19</b>		