



Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Business Administration

Option: Computer Systems Technology

BUSA 2720

Business in a Networked Economy

Start Date: September 04, 2007

End Date: December 14, 2007

Total Hours: 60 **Total Weeks:** 15

Term/Level: 1 **Course Credits:** 4

Hours/Week: 4 **Lecture:** 2 **Lab:** 2

Prerequisites

BUSA 2720 is a Prerequisite for:

■ Course Description

This course introduces students to basic business concepts and processes. The course starts from a global perspective examining the Canadian business environment, ethics and entrepreneurship. After students have an understanding of the Canadian business environment, the course looks at the main areas of concern for most businesses: managing people, managing operations and information, managing marketing and managing financial issues.

■ Evaluation

Evaluation:		
Policy: To be given credit for the group assignment, students must average at least 50% on the Mid-term quiz and Final exam.		
Final Exam	35%	Individual component
Management Project	20%	Group work
Mid-term Quiz	20%	Individual component
Lab assignments	15%	Individual component
Participation & Attendance	10%	Individual component
Total	100%	

■ Course Learning Outcomes/Competencies

Upon successful completion, the learner will:

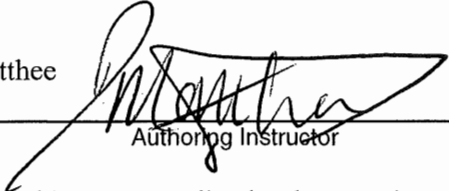
- Describe the environment in which Canadian businesses operate.
- Explain the importance of ethical behaviour and social responsibility.
- Describe the nature of organizations and their structure.
- Differentiate between different forms of business.
- Explain impact of corporate culture.
- List management functions.
- Discuss the strategic role of marketing.

- Explain the uses of technology in business.
- Discuss the functions of management.
- Explain the role of accounting and finance in the business decision-making process.
- Review the duties and responsibilities of the marketing, production, human resources, finance and information management departments.

■ **Verification**

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

Pierre Matthee



Authoring Instructor

August, 2007

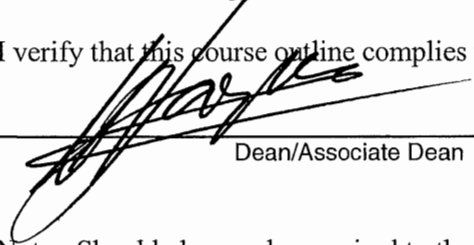
Date

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

August 2007

Date

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

■ Instructor

Pierre Matthee	Office Location:	SE6-370L	Office Phone:	604-456-1182
	Office Hrs.:	As posted	E-mail Address:	pmatthee@bcit.ca

■ Learning Resources

Required:

Nickels, McHugh, McHugh and Cossa: Understanding CANADIAN BUSINESS, 6th Edition, McGraw-Hill Ryerson ISBN-13: 978-0-07-096331-3

■ 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 will be taken at the beginning of each lab. Students not present at that time will be recorded as absent. **Students missing more than 10% of classes (lectures and labs) may be prohibited from writing the final exam.**

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.

■ Evaluation Details

FINAL EXAM - 35%

The final exam will consist of multiple choice questions and/or 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 will also include specific questions related to the management project.

MANAGEMENT PROJECT- 20%

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

This is a team project. The teams will select one organization 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 4 and 9 respectively). The project includes a requirement that team members evaluate each others' contribution.

MID-TERM QUIZ - 20%

The mid-term quiz will cover all work done prior to the mid-term.

LAB ASSIGNMENTS - 15%

Students are responsible for a number of lab assignments to be given during the term.

PARTICIPATION & ATTENDANCE – 10%

Active and effective participation in classes is essential to accomplish course learning outcomes.

Schedule BUSA 2720–Business in a Networked Economy

Wk #	Week of	Lecture Topic	Reading/Text & Chapter	Deliverables Due
		<i>Business Trends in Diverse Global Environments</i>		
1	Sep. 04-07	Course Introduction	Chapter 1	
2	Sep. 10-14	Economic Issues	Chapter 2	
3	Sep. 17-21	Managing in a Global Environment	Chapter 3	Article 1
4	Sep. 24-28	The Role of Government in Business	Chapter 4	
5	Oct. 01-05	Social Responsibility and Managerial Ethics	Chapter 5	
		<i>Business Ownership & Small Business</i>		
6	Oct.09-12	Forms of Business Ownership	Chapter 6	<i>Management Projects – Part 1 Due By 2:00 pm Oct 12</i>
7	Oct. 15-19	Entrepreneurship & Starting a Small Business	Chapter 7	<i>Article 2</i>
8	Oct. 22-26	Mid-Term Quiz	Chapters 1 - 7	
		<i>Leadership, Organization and Production to Satisfy Customers</i>		
9	Oct. 29-Nov.02	Management Functions & Leadership	Chapter 8	
10	Nov. 05-09	Adapting to Global Markets	Chapter 9& 10	<i>Article 3</i>
		<i>Human Resource Management</i>		
11	Nov. 12-16	Finding & Keeping the Best Employees	Chapters 11-13	<i>Management Projects – Due By 2:00 pm Nov. 16</i>
		<i>Marketing</i>		
12	Nov. 19-23	Managing the Marketing Mix	Chapters 14-15	
		<i>Financial Activities</i>		
13	Nov. 26-30	Financial Management	Chapters 16-18	

Wk #	Week of	Lecture Topic	Reading/Text & Chapter	Deliverables Due
14	Dec.03-07	Revision		
15	Dec 10-14	Final Exam	Chapters 8 - 18	

*This schedule is subject to change at the discretion of the instructor.
 Sep. 26 classes cancelled (SHINERAMA Day)