



A POLYTECHNIC INSTITUTION

**BUSA 2720**  
**Business in a Networked Economy**

School of Business  
Program: Business Administration  
Option: Computer Systems Technology

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|-----------------------|--------------------|-------------------------------|--------------------------|
| <b>Start Date:</b>    | January 2, 2008    | <b>End Date:</b>              | April 12, 2008           |
| <b>Total Hours:</b>   | 60                 | <b>Total Weeks:</b>           | 15                       |
| <b>Hours/Week:</b>    | 4                  | <b>Lecture:</b>               | 2                        |
|                       |                    | <b>Lab:</b>                   | 2                        |
| <b>Term/Level:</b>    | Win                | <b>Course Credits:</b>        | 4.0                      |
| <b>Shop:</b>          |                    | <b>Seminar:</b>               | Other:                   |
| <b>Prerequisites:</b> | None               | <b>is a Prerequisite for:</b> |                          |
| <b>Course No.</b>     | <b>Course Name</b> | <b>Course No.</b>             | <b>Course Name</b>       |
|                       |                    | BUSA 2100                     | Principles of Management |

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**\* 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**

| <b>Policy: To be given credit for the group assignment, students must average at least 50% on the Midterm quiz and Final exam.</b> |      |                      |
|--|------|----------------------|
| 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**

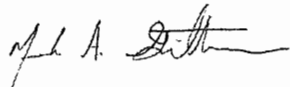
Upon successful completion, the learner will:

- 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.

November 15, 2007



Mark Giltrow

\_\_\_\_\_  
Authoring Instructor

\_\_\_\_\_  
Date

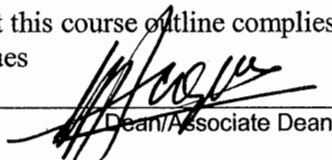
I verify that this course outline has been reviewed.

\_\_\_\_\_  
Program Head/Chief Instructor

\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

Chris Jacques



\_\_\_\_\_  
Dean/Associate Dean

Dec 5/07

\_\_\_\_\_  
Date

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

**\* Instructor(s)**

Mark Giltrow

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Office Hrs. As posted

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**\* Learning Resources**

Nickels, McHugh, McHugh and Cossa: Understanding CANADIAN BUSINESS, 6<sup>th</sup> Edition, Mc Graw-Hill  
Ryerson ISBN-13: 978-0-07-096331-3

**\* Information for Students: Course Notes, Policies and Procedures**

**Assignments:** Assignments must be done on an individual basis unless otherwise specified by the instructor. Late assignments will be penalized 20% per day and will not be accepted after 5 calendar days past the due date. In exceptional circumstances flexibility and discretion will be used implementing this policy, **provided the instructor is advised of the circumstances before the due date of the assignment. Students will not be given credit for the marks from group assignments unless they receive an average of a passing grade on the individual components of the evaluation.**

**Group Assignment:** Working effectively in teams is an essential skill and a critical part of this course. Students are expected to identify and address any important team issues, concerns or problems as they occur. Seek the assistance of your instructor if the team is not able to resolve the issues on its own. In all but exceptional circumstances, team members will be graded equally. In exceptional circumstances, where one or more members of a team did not contribute to the assignment, they will receive a grade of zero, provided the group has met with the instructor, discussed and attempted to resolve the problems well in advance of the due date for the project.

**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 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. Criteria for assigning the grade for participation are described elsewhere in the course outline.

**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.

**Examinations:** In order to write exams, students will be required to produce photo ID at exam centres. The ID must be placed on the desk before an exam will be issued to the student and must remain in view while writing the exam for inspection by invigilators. Acceptable ID is a BCIT OneCard or two pieces of identification, one of which must be government photo ID such as a driver's license. Please see BCIT Policy #5300 for formal invigilation procedures.

**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.

#### \* Assignment 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. Teams will apply course concepts to an organization identified after team/instructor discussion. 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). An unfortunate reality of team projects is that some members may not contribute sufficiently to the team's effort. While the concepts you learn in this course should help you work together effectively there may still be problems you are unable to solve. Please bring these to the attention of your lab instructor as soon as you realize they may be serious. If the difficulties cannot be resolved with the assistance of your lab instructor, differential grading of team members may be considered.

#### **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%**

Your grade for participation will be determined by regular attendance, the extent to which you are prepared for class, your contribution to class discussions and the extent to which you enable others to participate. Your ability to demonstrate appropriate workplace behaviours – both in lecture and labs will also be considered when determining your grade for participation.

*Excellent participation (9 – 10):* Attends all labs, consistently participates and moves class discussions forward. Provides high quality analysis and insights or applications of course content. Assists other class members to understand course objectives. Helps others participate effectively; punctual and attentive.

*Satisfactory participation (6 – 8):* Misses no more than one lab, prepared with good observations and analysis when called upon. Understands assigned readings and able to explain the concepts in the text. Participates in a manner that is not dominating or overwhelming of others. Does not distract others.

*Unsatisfactory participation (0 – 4):* Not prepared when called upon; misses classes; presents poorly reasoned observations and analysis; frequently “off task” in lab activities. Does not contribute to large class discussions or small group activities. Dominates class or small group discussions. Treats others in a way that is intimidating, discriminatory or does not demonstrate an acceptance of diversity. Demonstrates inappropriate workplace behaviours.

## Schedule

| Wk # | Week of | Lecture Topic  | Reading/Text & Chapter | Deliverables Due   |
|------|---------|--|------------------------|--|
|      |         | <b><i>Business Trends in Diverse Global Environments</i></b>               |                        |  |
| 1    | Jan 2   | Course Introduction  | Chapter 1              |  |
| 2    | Jan 7   | Economic Issues  | Chapter 2              |  |
| 3    | Jan 14  | Managing in a Global Environment   | Chapter 3              | Article 1  |
| 4    | Jan 21  | The Role of Government in Business   | Chapter 4              |  |
| 5    | Jan 28  | Social Responsibility and Managerial Ethics                                | Chapter 5              |  |
|      |         | <b><i>Business Ownership &amp; Small Business</i></b>                      |                        |  |
| 6    | Feb 4   | Forms of Business Ownership  | Chapter 6              | <i>Management Projects – Part 1 Due Due. Both hard copy and electronic copy into share-in. Hand in during lab.</i> |
| 7    | Feb 11  | Entrepreneurship & Starting a Small Business                               | Chapter 7              | <i>Article 2</i>   |
| 8    | Feb 18  | <b>Mid-Term Quiz</b>   | Chapters 1 - 7         |  |
|      |         | <b><i>Leadership, Organization and Production to Satisfy Customers</i></b> |                        |  |
| 9    | Feb 25  | Management Functions & Leadership  | Chapter 8              |  |
| 10   | Mar 3   | Adapting to Global Markets   | Chapter 9& 10          | <i>Article 3</i>   |
|      |         | <b><i>Human Resource Management</i></b>                                    |                        |  |
| 11   | Mar 10  | Finding & Keeping the Best Employees                                       | Chapters 11-13         | <i>Management Projects – Due. Both hard copy and electronic copy into share-in. Hand in during lab.</i>            |
|      |         | <b><i>Marketing</i></b>  |                        |  |
| 12   | Mar 17  | Managing the Marketing Mix   | Chapters 14-15         |  |
|      |         | <b><i>Financial Activities</i></b>   |                        |  |
| 13   | Mar 24  | Financial Management   | Chapters 16-18         |  |

| Wk # | Week of | Lecture Topic     | Reading/Text & Chapter | Deliverables Due |
|------|---------|-------------------|------------------------|------------------|
| 14   | Mar 31  | <b>Revision</b>   |                        |                  |
| 15   | Apr 7   | <b>Final Exam</b> | Chapters 8 - 18        |                  |