



POLYTECHNIC INSTITUTION

School of Business

Program: Business Administration

Option: Computer Systems Technology

**BUSA 2720****Business in a Networked Economy****Start Date:** September, 2010**End Date:** December, 2010**Total Hours:** 56 **Total Weeks:** 14**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: <b>Policy: To be given credit for the group assignment, students must pass the individual components of the course.</b>		
Final Exam	25%	Individual component
Business Proposal	20%	Group work
Mid-term	15%	Individual component
Lab assignments/Quizzes	30%	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.

P. A. [Signature]

Authoring Instructor

1 Sep '10

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.

[Signature]

Dean/Associate Dean

Sept 13 / 2010

Date

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

■ Instructor

Peter Morgan	Office Location:	SE6-327 Business Building	Office Phone:	604-451-6747
	Office Hrs.:	As posted	E-mail Address:	pamorgan@q.com

■ Learning Resources

**Required:**

Nickels, McHugh, McHugh and Cossa: Understanding Canadian Business, Seventh 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 - 25%**

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 business proposal project.

### **BUSINESS PROPOSAL- 20%**

Please see the separate handout for the details of the Business Proposal.

### **MID-TERM QUIZ - 15%**

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

### **LAB ASSIGNMENTS/QUIZZES - 30%**

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

### **ENGAGEMENT AND VALUE-ADD – 10%**

Your grade for engagement 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 class engagement.

*Excellent (8 – 10):* Attends all labs, consistently participates and moves class discussions forward. Volunteers 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 (6 – 7):* Misses no more than one lecture, 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 (0 – 5):* 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 BUSA 2720–Business in a Networked Economy

Wk #	Week beginning MONDAY	Lecture Topic	Reading/Text & Chapter	Deliverables Due
		<b><i>Business Trends in Diverse Global Environments</i></b>		
1	September 6	No classes		
2	September 13	Forces Affecting Business Global Environments	Chapter 1 Chapter 3	
3	September 20	Economics	Chapter 3	
4	September 27	The Role of Government in Business	Chapter 4	<i>Quiz chapters 1-3</i>
5	October 4	Social Responsibility and Managerial Ethics Forms of Business Ownership	Chapter 5 & 6	
		<b><i>Business Ownership &amp; Small Business</i></b>		
6	October 11	Entrepreneurship & Starting a Small Business	Chapter 7	<b>Thanksgiving – Monday – no classes</b> <i>Quiz 4-6</i>
7	October 18	<b>Midterm – Mon in Lecture Labs: Time for groups: business proposal</b>	Chapters 1–7	
		<b><i>Marketing</i></b>		
8	October 25	Managing the Marketing Mix	Chapters 14 & 15	
		<b><i>Financial Activities</i></b>		
9	November 1	Accounting	Chapter 16	
10	November 8	Financial Management	Chapters 17 & 18	<i>Quiz 14 -16</i>
		<b><i>Leadership, Organization and Production to Satisfy Customers</i></b>		
11	November 15	Management Functions & Leadership	Chapter 8	
12	November 22	Adapting to Global Markets	Chapters 9 & 10	<i>Quiz 17,18 &amp; 8</i>
13	November 29	<b>Revision</b>		<b><i>Business Proposals – Due by 12:30 pm FRIDAY</i></b>
14	December 6	<b>Final Exam Week – no classes – chapters 8,9,10,14-18</b>		

CC

CC

CC