



A POLYTECHNIC INSTITUTION

School of Business

Program: GTEC

Option: Business Administration

**Start Date:** September 2010

**End Date:** December 2010

**Total Hours:** 42 **Total Weeks:** 14

**Term/Level:** **Course Credits:** 3

**Hours/Week:** 3 **Lecture:** 1 **Lab:** 2

**Shop:** **Seminar:** **Other:**

**Prerequisites - none**

**is a Prerequisite for:**

**Course No. Course Name**

**Course No. Course Name**

14 weeks for  
2009 only

BUSA 1005 Introduction to Business

### ■ Course Description

The purpose of this course is to provide the student with an introduction to the key aspects of business enterprises and to the key aspects of the contemporary business environment. BUSA 1005 will provide the student with an opportunity to identify areas of interest for future study within the BCIT School of Business.

### ■ Detailed Course Description

Students will be evaluated through a combination of tests, assignments, projects, presentations, examinations, or other means as specified by the instructor. See Course Specifications for evaluation details. *BCIT Policy 5410: Evaluation of Students* will apply.

### ■ Evaluation

Mid-term Exam	25%
Group Presentation Business Plan	20%
Quizzes	5%
Chapter Presentation - Team	10%
Participation/Professionalism	10%
Final Exam	30%

Comments: Failure to achieve 50% or more on the combination of the exams – mid term + final, and the individual assignments/participation marks; will result in 0% being assigned for all individual, group projects and assignments.

<b>TOTAL</b>	<b>100%</b>
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**■ Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to:

1. Gain an understanding of the interdependence between business organizations and their environment.
2. Explain the key concepts- political, economic, social, marketing, accounting, etc., and how they affect the business world and industry trends.
3. Review and discuss the core elements and theories of Human Resource Management.
4. Describe the basic forms of business and the benefits of the different structures.
5. Identify the main components of most organizations and their functions.
6. Develop business and entrepreneur skills and deliver a viable Business Plan.
7. Work effectively in a team and present a creative business venture.
8. Demonstrate effective verbal and non-verbal communication skills.

**■ Verification**

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

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


7 SEPT 2010  
\_\_\_\_\_  
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

Sept 9 / 2010  
\_\_\_\_\_  
Date

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

**■ Instructor(s)**

Ron Correll

Office Location:

SE06-352

Office Hrs.: TBA

Office Phone: 604-456-8190

E-mail Address: [ronald\\_correll@bcit.ca](mailto:ronald_correll@bcit.ca)**■ Learning Resources**

**Required:** Understanding Canadian Business: Nickels, McHugh, McHugh, and Cossa. McGraw-Hill Ryerson, 7<sup>th</sup> Edition, 2010

**Recommended References** (not required): To be advised.

**Recommended: Industry Articles and current events**

**■ 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>.

**Attendance:**

The attendance policy as outlined in the current BCIT Policy 5002 will be enforced. Students are required to attend all classes. Attendance will be taken in labs and occasionally in lectures. Students who miss more than 10% of classes may be required to withdraw from the course thereby receiving a failing grade. If students are sick, a medical note is required to avoid these absences counting towards the 10% limit.

**Illness:**

In case of illness or other unavoidable cause of absence, the student must communicate as soon as possible with his/her instructor or Program Head or Chief Instructor, indicating the reason for the absence. Prolonged illness of three or more consecutive days must have a BCIT medical certificate sent to the department. Excessive absence may result in failure or immediate withdrawal from the course or program.

**Academic Misconduct:**

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances are prohibited and will be handled in accordance with the 'Violations of Standards of Conduct' section of Policy 5002.

**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.

**Accommodation:**

Any student who may require accommodation from BCIT because of a physical or mental disability should refer to BCIT's Policy on Accommodation for Students with Disabilities (Policy #4501), and contact BCIT's Disability

Resource Centre (SW1-2300, 604-451-6963) at the earliest possible time. Requests for accommodation must be made to the Disability Resource Centre, and should not be made to a course instructor or Program area.

Any student who needs special assistance in the event of a medical emergency or building evacuation (either because of a disability or for any other reason) should also promptly inform their course instructor(s) and the Disability Resource Centre of their personal circumstances.

- **Assignment Details** will be provided in class

**SCHEDULE – Fall 2010**  
**BUSA 1005 – INTRODUCTION TO BUSINESS**

Week	Outcome/Material covered	Chapter	Assignment
1. Sept. 9	Introduction to course, Managing in a Dynamic Environment	Ch. 1	Read Ch.2&3
2. Sept. 16	Economic Issues Global Markets	Ch. 2 Ch. 3	Read Ch. 4
3. Sept. 23	Role of Government	Ch.4	Read Ch.5
4. Sept. 30	Ethics and Social Responsibility	Ch. 5	Read Ch.6
5. Oct. 7	Forms of Business Ownership	Ch.6	Read Ch.7
6. Oct. 14	Entrepreneurship and Small Business	Ch.7	Review for Midterm
7. Oct. 21	<b>MID-TERM EXAMINATION</b>		Read Ch. 8 & 9
8. Oct. 28	Management and Leadership Adapting to Markets	Ch.8 Ch.9	Read Ch. 10 & 11
9. Nov. 4	World-Class Goods and Services Motivating Employees	Ch. 10 Ch 11	Read Ch. 12 &13
10. Nov. 11	<b>HOLIDAY</b> Labour Relations		
11. Nov. 18	Finding and Keeping Employees Management Issues and Relations	Ch. 12 Ch. 13	Read Ch.14
12. Nov. 25	Marketing Plans	Ch.14	Read Ch.15
13. Dec. 2	Managing Marketing	Ch.15	Review for Final Exam
14. Dec. 9	<b>FINAL EXAMINATION</b>		<b>Comprehensive Exam</b>

