



School of Business
Program: Broadcast Communications
Option: Radio

BUSA 1201
Introduction to Business

Start Date: January 5, 2011

End Date: May 27, 2011

Total Hours: 45 **Total Weeks:** 15

Term/Level: Winter **Course Credits:** 3.0

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

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

Prerequisites

BUSA 1201 is a Prerequisite for:

Course No. Course Name

Course No. Course Name

■ **Course Description**

BUSA 1201

The aim of the course is to enable the successful student to serve as an effective employee and/or contractor in the broadcast industry.

The organizational behaviour model will be used to explain the environments, externally and internally, that influence the functionality of individuals, groups, partnerships and systems throughout business.

Term A will build a foundation of theoretical knowledge, broken down by the elements of environment and functions of strategy, marketing, human resources, operations and finance. Case studies will be analyzed, discussed and presentations made, on an individual and group basis, to learn how businesses succeed and fail.

Term B is the practical portion of the course with a foci of starting up a small business and developing a business plan. Due to the Practicum portion of the Program the second term of this course will be delivered using a "distance approach" of lessons and assignments posted and exchanged electronically. The instructor will still be available in the class and office for face to face coaching and consultation at a time and place requested by any student or group of students.

■ **Evaluation**

Mid-term Exam	50	Theory Test	
Final Project	40	Business Plan	In concert with Final Project for Business Communications
Participation	10		
TOTAL	<u>100%</u>		

■ **Course Learning Outcomes/Competencies**

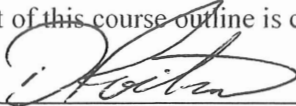
Upon successful completion, the student will be able to:

- Understand the overall business (external) environment
- Understand the internal environment, functions and inter-relationships within a company
- Establish a small business
- Develop a business plan

■ **Verification**

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

D.M. (Doug) Poitras



Authoring Instructor

February, 3 2011

Date

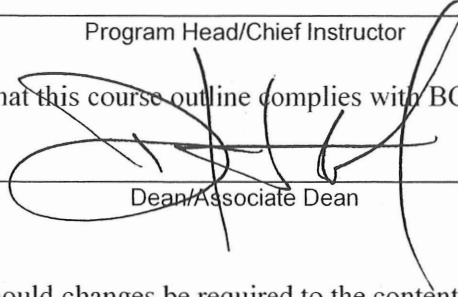
I verify that this course outline has been reviewed.

Program Head/Chief Instructor

February, 2011

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

February, 3 2011

Date

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

■ **Instructor**

Doug Poitras

Office Location: SE6 Rm 307L

Office Phone: 604.456.1182

Office Hrs:

W Th F 12:30-1:30

E-mail Address: douglas_poitras@bcit.ca

■ **Learning Resources**

Required:

1. "Understanding Canadian Business", 2010, 7th Ed, Nickels et al

Recommended:

1. <http://www.bnn.ca/Shows/The-Business-News.aspx>
2. www.bnn.ca/Shows/The-Pitch.aspx

■ **Information for Students**

(Information below can be adapted and supplemented as necessary.)

The following statements are in accordance with the BCIT Policies 5101, 5102, 5103, and 5104, and their accompanying procedures. To review these policies and procedures, please refer to:

<http://www.bcit.ca/about/administration/policies.shtml>

Attendance:

The attendance policy as outlined in the current BCIT Policy 5101 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.

Illness/Absence:

In case of illness or other unavoidable cause of absence, the student must communicate as soon as possible with the instructor indicating the reason for the absence. If students are sick, a medical note is required to avoid these

absences from counting towards 10% limit. 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. Please see Policy 5101 — Student Regulations, and accompanying procedures: <http://www.bcit.ca/files/pdf/policies/5101.pdf>

Academic Integrity:

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances are prohibited and will be handled in accordance with Policy 5104 — Academic Integrity and Appeals, and accompanying procedures: <http://www.bcit.ca/files/pdf/policies/5104.pdf>

Final Assignment:

The Final Project must be done on an individual basis and can be the same for this course and Business Communications. The requirements will be detailed later but in general it will be a plan for establishing a new business of the author's choice. Its format and style will adhere to the requirements and learning of Business Communications while the content will satisfy the requirement for this course. 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, providing the instructor is advised of the circumstances at the earliest opportunity.

Mid-term Exam:

If you miss the test you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances. In such cases it is the responsibility of the student to inform the instructor at the earliest opportunity.

Participation:

Active participation in the classroom is essential to learning and achieving the course objectives. All assigned readings must be done before the labs and lectures. The criteria for assigning the grade for participation will be described by the instructor in class.

Course Outline Changes:

The material, activities, and schedule specified in this outline may be changed by the instructor. This may occur after consultation with the class and/or program head, and will be announced as early as possible in class and/or on ShareOut.

Course Evaluation:

To improve both the quality of instruction as well as the course content in relation to the Program, students are requested to complete an evaluation towards the end of the semester. Details TBA.

Accommodation:

If there is any student in this course who, because of disability, may have a need for special accommodations, you are welcome to discuss this with the instructor or the Disability Resource Centre (DRC) located in NE 01 room 308. It is recommended that you do this as soon as possible, if not within the first two weeks of the term, and refer to BCIT's Policy on Accommodation for Students with Disabilities (Policy #4501). The instructor can provide assistance; the DRC can assist and is also the authority for any accommodation.

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 the course instructor and the DRC of their personal circumstances.

■ **Mid-term Exam and Final Project Details:** See schedule and further details TBA.

Schedule

Week Number /Dates	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
1/Jan 7	Intro/Environment of Business	Text, Ch 1	Readings/Notes	
2/Jan 14	<ul style="list-style-type: none"> Review Outline The Organizational Behaviour (OB) Model of Business 	Text and Handout	Readings/Notes	
3/Jan 21	<ul style="list-style-type: none"> Govt, Ethics and Sustainability Video and discussion 	Text, Chs 2, 3 Video Ch 1	Readings/Notes	
4/Jan 28	<ul style="list-style-type: none"> Strategy, Leadership and Management Video and discussion 	Text and Video Ch 8	Readings/Notes	
5/Feb 4	<ul style="list-style-type: none"> Marketing Video and discussion 	Text Chs 14, 15, Video Ch 15	Readings/Notes	
6/Feb 11	<ul style="list-style-type: none"> HR Video and discussion 	Text Chs 11-13, Video Ch 12	Readings/Notes	
7/Feb 18	<ul style="list-style-type: none"> Organization/Structure and Processes Video and discussion 	Text Chs 8&9, Video Ch 9	Readings/Notes	
8/Feb 25	<ul style="list-style-type: none"> Operations Video and discussion 	Text and Video Ch 10	Readings/Notes	
9/Mar 4	<ul style="list-style-type: none"> Finance Video and discussion 	Text Chs 16-18, Video Ch 17	Readings/Notes	
10/Mar 11	Mid-Term Test	All of the above		
11/Mar 12-20	Spring Break/Practicum and Distance Learning Commences			
12/Mar 21	Types of Business Ownership	Ch 6	Final Project Aim&Outline	Mar 25
13/Mar 28	Starting a Small Business	Ch 7		
14/Apr 4	Independent Work and Consultation			
15/Apr 11	Independent Work and Consultation			
16/Apr 18	Independent Work and Consultation		Final Project	Apr 22