



A POLYTECHNIC INSTITUTION

School of Business

Program: Business Administration

Option: Computer Systems Technology

**BUSA 2720****Business in a Networked Economy****Start Date:** January, 2011**End Date:** April, 2011**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:  |      |                      |
| <b>Policy: To be given credit for the group assignment, students must average at least 50% on the Mid-term and Final exam.</b> |      |                      |
| Final Exam   | 30%  | Individual component |
| Business Proposal  | 20%  | Group work           |
| Mid-term   | 20%  | Individual component |
| Lab assignments/Quizzes  | 20%  | Individual component |
| Participation & Attendance   | 10%  | Individual component |
| Total  | 100% |                      |

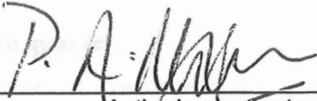
**■ Course Learning Outcomes/Competencies**

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.



Authoring Instructor

4 JANUARY 2011

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

Date

Jan 7 / 11

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   | 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 - 30%**

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 - 20%**

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

### **LAB ASSIGNMENTS/QUIZZES - 20%**

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 (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 participation (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 participation (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    | January 3 <sup>th</sup>   | Course Introduction  |                        |   |
| 2    | January 10 <sup>th</sup>  | Forces Affecting Business<br>Managing in a Global Environment              | Chapter 1<br>Chapter 3 |   |
| 3    | January 17 <sup>th</sup>  | Economic Issues  | Chapter 2              |   |
| 4    | January 24 <sup>th</sup>  | The Role of Government in Business   | Chapter 4              | <i>Quiz#1 – ch 1-3</i>                                    |
| 5    | January 31 <sup>st</sup>  | Social Responsibility and Managerial Ethics<br>Forms of Business Ownership | Chapter 5 & 6          |   |
|      |                           | <b><i>Business Ownership &amp; Small Business</i></b>                      |                        |   |
| 6    | February 7 <sup>th</sup>  | Entrepreneurship & Starting a Small Business                               | Chapter 7              |   |
| 7    | February 14 <sup>th</sup> | <b>Midterm - Tue. February 8<sup>th</sup> in Lecture</b>                   | Chapters 1–7           |   |
|      |                           | <b><i>Marketing</i></b>  |                        |   |
| 8    | February 21 <sup>st</sup> | Managing the Marketing Mix   | Chapters 14 & 15       |   |
|      |                           | <b><i>Financial Activities</i></b>   |                        |   |
| 9    | February 28 <sup>th</sup> | Accounting   | Chapter 16             | <i>Quiz#2 7, 14 &amp; 15</i>                              |
| 10   | March 7 <sup>th</sup>     | Financial Management   | Chapters 17 & 18       |   |
|      |                           | <b><i>Leadership, Organization and Production to Satisfy Customers</i></b> |                        |   |
|      | <b>March 8-12</b>         | <b>NO CLASSES</b>  |                        |   |
| 11   | March 21                  | Management Functions & Leadership  | Chapter 8              | <i>Quiz#3- 16, 17 &amp; 18</i>                            |
| 12   | March 28                  | Adapting to Global Markets   | Chapters 9 & 10        |   |
| 13   | April 4                   | Work on Business Proposals   |                        | <b><i>Business Proposals – Due by 12:30 pm in Lab</i></b> |
| 14   | April 11 <sup>th</sup>    | <b>Review</b>  |                        |   |
| 15   | April 18 <sup>th</sup>    | <b>Final Exam Week</b>   |                        | <b>Chap. 8, 9, 10, 14, 15, 16, 17 &amp; 18</b>            |

