

Sault College  
of Applied Arts and Technology  
sault ste. marie

Course Outline

INTRODUCTION TO BUSINESS

BUS 100-5

revised ~~September 1979~~

*Revised  
Aug. 1980*



INTRODUCTION TO CANADIAN BUSINESS  
BUS 100-5

TEXT: "An Introduction to Canadian Business" - Maurice Archer  
- McGraw-Hill - Ryerson

REFERENCE MATERIAL: Globe and Mail "Report on Business" (daily)  
Financial Post (weekly)  
Business Periodicals (monthly)

OBJECTIVES: To assist the student

1. Acquire the knowledge and skills required to function effectively as a management trainee in such areas as; marketing, advertising, personal selling (retail or industrial), finance (banks, finance companies, brokerage firms), accounting, E.D.P., business for self, industrial relations.
2. Understand the relationship between the basic business functions so that a selection of program or course alternatives can be made.
3. Gain practical knowledge of the basic concepts and management techniques used in the main areas of business using the case method of study and discussion.

STUDENT GOALS: The student will be expected to;

1. Acquire a sound knowledge of Business terms, company structures, functions within a business and managerial skills required to get results through people.
2. Develop communication skills - the ability to speak to others in the class and in study groups.
3. Develop self-confidence in speech and deportment.
4. Acquire keen study habits and ability to work quickly but effectively.
5. Develop a real interest in Business in general.
6. Develop an awareness of current business events i.e. Globe and Mail, Sault Star, Radio, T.V.
7. Develop a positive attitude to problem solving and develop decision making skills.

GOOD BUSINESS MANAGERS ARE NOT BORN - THEY ARE DEVELOPED



INTRODUCTION TO CANADIAN BUSINESS  
BUS 100-5

METHOD:

Your instructor intends to use the case method extensively because it develops communications skills, sharpens your analytical skills and gives you a practical insight into actual business situations.

Much of the background reading in the text will be left to your own good judgment, however some test questions will be drawn from the text.

Lecture-discussions will cover the course outline. Try not to take copious notes during class and miss the key points being discussed. Get into the habit of making point-form notes and fill in later in study group.

Study Groups - Small study groups of 4 to 5 persons will be formed ~~within the class~~ and these same people will work together for the semester. This will give you experience in a real business type approach to problem solving. Each study group will work together on a business project.

EVALUATION:

Students will be evaluated on the following basis:

|                     |     |
|---------------------|-----|
| 5 tests             | 50% |
| Class participation | 50% |

Tests will include quizzes and case history analysis (written).

Class participation will include proper preparation for Case assignments, as well as participation in classroom discussions on subject material and topics of current interest. Good attendance is thus related to participation. You will be evaluated every period on quantity and quality of your participation. You will be given a progress report on your degree of participation by mid-semester.

Projects will be marked on the basis of group effort and results as well as individual contribution.

Only one opportunity will be provided for the re-writing of tests marked Incomplete. If a student is still incomplete on the re-write it will be required to attend the make-up period unless substantial improvement is indicated by the end of the semester.

Absence from any test must be discussed with your instructor.



INTRODUCTION TO CANADIAN BUSINESS  
BUS 100-5

| <u>WEEK</u> | <u>SUBJECT</u>   | <u>ASSIGNMENT</u>  |
|-------------|--|--|
| 1           | <u>The World of Business</u><br>-learning a new language<br>-learning new concepts<br>-the challenge & rewards of business (competition)<br>-Group Dynamics - an exercise in communication<br>-The Case method of study (how to analyse a case)          | Lecture-discussion<br>(read pgs 2-10)<br><br>Introduction and formation of study groups<br>Case: Alford & Wells pg 50<br>Slide presentation and discussion<br>Case: Botton's Photo Studio pg 51  |
| 2           | <u>The Nature of Management</u><br>-functions of management<br>-levels of management<br>-entrepreneurship and administration<br>-the scientific management approach<br>-the human relations approach<br>-the management trainee (self-presentation)      | Lecture-discussion<br>(read chapt. 4)<br>Case: Jones Furniture pg 87<br>(class time for preparation)<br><br>Lecture-discussion<br>(read pgs 134-135)<br>discussion of self role playing  |
|             | <u>Evolution of the Business Firm and Business Ownership</u><br>-the sole proprietorship and the partnership<br>-advantages & disadvantages of the partnership<br>-the business corporation<br>shareholders, directors, types of shares<br>-co-operative | Lecture-discussion<br>(read pgs 19-23)<br><br>Case: John Reters, Builder pg 66<br>Lecture-discussion<br>(read pgs 52-63)<br>Case: Hastings Lodge pg 67   |
| 4           | <u>Planning for Profit</u><br>-the forecast<br>-the budget<br>-the plan<br>-feedback - are results being obtained<br>-decision making<br>-review of how to analyse a case  | Lecture-discussion<br>(read pgs 39-96)<br><br>McCowan Bakeries pg 101<br>Fairview Stores pg 102  |
| 5 & 6       | <u>Organizing, Directing &amp; Controlling</u><br>-use of organization charts<br>-line and staff organization<br>-delegation of authority<br>-definition of responsibility<br>-use of committees<br>-motivation<br>-leadership<br>-controlling           | Lecture-discussion (slide presentation -<br>(read pgs 105-112) "Dynamics of<br>Miller Drug pg 131 Delegation"<br><br>The Pohlman Equipment Co. pg. 11<br>Communication Game "The Yo-Yo"<br>(read pgs 118-121)<br>(read chapt. 8)<br>Jones Furniture pg 525 |



INTRODUCTION TO CANADIAN BUSINESS  
BUS 100-5

| <u>EK</u> | <u>SUBJECT</u>  | <u>ASSIGNMENT</u>  |
|-----------|---|--|
| 7         | <u>Marketing and the Marketing Department</u><br>-the concept of marketing<br>-the need<br>-the marketing department<br>-types of markets<br>-functions of marketing<br>a) buying<br>b) transporting<br>c) storing(inventorying)<br>d) product planning<br>-the marketing mix | (Advertising course materia<br>Lecture-discussion (read pgs 154-167. and 174<br>Weeks Farms Ltd. pg 178<br>Dunn Products pg 179<br>e) pricing<br>f) advertising<br>g) marketing research<br>lecture-discussion |
| 8         | <u>The Channels of Distribution</u><br>-distribution to domestic consumers<br>-distribution to industrial users<br>-kinds of wholesalers<br>-services provided by wholesalers   | Lecture-discussion<br>(read pgs 182-191)<br>W. Harper & Son pg 206   |
| 9         | <u>Advertising &amp; Sales Promotion</u><br>-purposes of advertising<br>-media (newspaper, radio, T.V., magazines)<br>-analysis of radio "Spot" advertising<br>-the ad agency<br>-personal selling<br>TEST #2   | (read pgs 212-219)<br>Mercedes-Benz pg 225<br>Tape presentation and analysis (radio)<br>Newspaper ads and layout<br>Personal selling & role playing<br>John Appleby (pg 237)                                   |
| 10        | <u>Production Management</u><br>-primary manufacturing<br>-secondary manufacturing<br>-merchanization, automation, mass production<br>-plant layout - shop layout<br>-the manufacturing industry<br>-labour supply<br>Production Control                                      | lecture-discussion (read pgs 412-422)<br>visit machine shop Sault College<br>visit to outside business (production machinery)<br>Bentley Shoes Ltg. pg 431<br>Anderson Lumber pg 456<br>lecture-discussion     |
| 11        | <u>Inventory Control</u><br>-rate of usage - (sales, production)<br>-economic order quantity<br>-purchasing and storing (handling)<br>Quality Control - inspection<br>Purchasing<br>-organization<br>-policy & procedure  | lecture-discussion<br>(read pgs 444-446),<br>King Electric Ltd. pg 457<br>Finch Commercial Stationery Ltd. pg 471  |



-5-  
INTRODUCTION TO CANADIAN BUSINESS  
BUS 100-5

| <u>-K</u> | <u>SUBJECT</u>   | <u>ASSIGNMENT</u>   |
|-----------|--|---|
| 12        | <u>Methods Analysis &amp; Time Study</u><br>-process analysis<br>-motion study<br><u>Plant Location</u><br>-choice of region, proximity to markets,<br>labour supply, raw materials<br><u>Small Business</u><br>-advantages and disadvantages<br>-opportunities & risks<br>-use of management techniques<br>-establishing a new business<br>-break-even analysis | Swansea Steel Products pg 488<br>(read pgs 477-486)<br><br>John Franklin Corp. pg 501<br><br>lecture-discussion (read pgs 574<br>on small business 579)<br>The Log Cabin pg 536               |
| 13        | <u>Financial Management</u><br>-financial planning and control<br>-the finance and department<br>-break even analysis<br>-budgets - capital, cash flow, operating<br>-the income statement and balance sheet<br>-source and use of funds   | lecture-discussion<br>(read chapter 13)<br>Ace Record Co. pg. 270<br><br>Brown Manufacturing pg 272<br>Lecture  |
|           | <u>TEST # 4</u>  |   |
| 14        | <u>Financial Solvency</u><br>-credit and collections<br><br>-short term financing<br><br>-long-term financing<br>- equity<br>-long term debt<br>-stock & bonds<br>-mortgages<br>-analysis of financial statements  | lecture-discussion<br>(read pgs 281-287)<br>(read pgs 292-293)<br>ABC Enterprises pg 308<br><br>lecture-discussion<br>(read pgs 312-320)<br><br>Mitchell Electrical Industries<br>Ltd. pg 338 |
| 15        | -Business Taxation<br>-Business Insurance<br>-Office Management<br>-Personnel Management & Wage & Salary<br>Administration<br>-Labour-Management Relations   | lecture-discussion<br><br>lecture-discussion<br>Bruce Fraser CA pg 409<br><br>lecture-discussion<br>Geo. Andrews Ltd. pg 529<br><br>lecture-discussion<br>(read pgs 533-538)                  |
|           | FINAL TEST   |   |