

SAULT COLLEGE  
of Applied Arts and Technology  
Sault Ste. Marie

COURSE OUTLINE

INTRODUCTION TO BUSINESS

BUS 100-5

revised August 1980

INTRODUCTION TO CANADIAN BUSINESS  
BUS 100-5

TEXT:

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

"Marketing Your Product - Federal Business Development Bank

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, 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.

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METHOD:

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 groups.

The suggested readings on the course outline are for your guidance only. Your instructor will assign specific readings.

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.

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 groups will work together on the cases assigned by your instructor.

EVALUATION:

Students will be evaluated on the following basis:

|                     |      |
|---------------------|------|
| 4 tests             | 80 % |
| Class Participation | 20%  |

TESTS:

The tests will be held on the following dates:

|          |              |        |                  |
|----------|--------------|--------|------------------|
| Test # 1 | September 24 | 4 p.m. | School Cafeteria |
| Test # 2 | October 15   | 4 p.m. | School Cafeteria |
| Test # 3 | November 19  | 4 p.m. | School Cafeteria |
| Test # 4 | December 10  | 4 p.m. | School Cafeteria |

Each test will be of equal value.

CLASS PARTICIPATION:

Students will be graded on Class Participation as follows:

|                       |     |
|-----------------------|-----|
| Attendance            | 10% |
| Preparation for Class | 10% |

1) Attendance

Students must attend class on a regular basis. Your instructor will take attendance each day.

In order to receive the 10% allocated for good attendance, a student may not be absent for more than five hours during the semester.

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If the student is absent from class for six to ten hours, he or she will receive 5% only for attendance.

If the student is absent from class for more than ten hours, he or she will receive NIL for attendance.

NOTE: Allowances will be made if the student is absent from class for a legitimate reason, such as illness. If you have a legitimate reason for being absent, you should discuss this with your instructor as soon as possible.

2) Preparation for Class

Students will spend a considerable amount of class time in the study groups analyzing cases assigned by your instructor. In most instances, students will have to be familiar with the facts of a case prior to class in order to contribute to the group discussion.

To ensure that students are preparing for the group discussions, the instructor will conduct a brief written quiz on a few unannounced occasions throughout the semester. The 10% allocated for Class Preparation will be based on the quizzes.

FINAL GRADE:

A - 85% - 100%  
B - 70% - 84%  
C - 50% - 69%  
I - 49% or less

Please Note: All percentage figures mentioned above are intended to reflect a relative weighting of evaluation only. Your final mark will be indicated by A, B, C, I, or R.

IMPORTANT:

If a test performance is not satisfactory, the student will be assessed an Incomplete. In this event, the instructor has the discretion to allow the student to "make up" the work. Based on the attitude and participation of the student, the instructor may allow a student who has been assessed an Incomplete to do a "make up paper". The make up paper must be completed in a manner that is acceptable to the instructor within two weeks of the date that it is assigned.

If a student is required to complete only one make up paper throughout the semester, that student will be allowed to continue with the mainstream of the class.

If a student is required to complete two make up papers, that student must attend the College during the make up period held at the end of each semester and achieve at least a "C" grade on a supplemental test in order to continue with the rest of the class.

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If a student is required to complete three make up papers, that student must attend the make up period and achieve at least a "B" grade on a supplemental test in order to continue with the rest of the class.

A final grade of "C" will be assigned to any student who successfully completes the make up period.

If a student is assessed four Incompletes, he or she will be assigned a Repeat. In this event the student will not be permitted to attend the make up period.

REMEMBER THE STUDENT WILL BE ALLOWED TO COMPLETE MAKE-UP PAPERS AND ATTEND THE MAKE-UP PERIOD ONLY AT THE DISCRETION OF THE INSTRUCTOR. THIS IS NOT A RIGHT BUT A PRIVILEGE.

ABOVE ALL, REMEMBER IF A STUDENT WORKS DILIGENTLY THROUGHOUT THE SEMESTER, HE OR SHE SHOULD NOT ANTICIPATE ANY PROBLEMS IN SUCCESSFULLY COMPLETING THE COURSE.

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| <u>WEEK</u> | <u>SUBJECT</u>  | <u>SUGGESTED READING</u>                                 |
|-------------|---|--|
| 1           | <u>The World of Business</u> <ul style="list-style-type: none"><li>- learning a new language</li><li>- learning new concepts</li><li>- the challenge &amp; rewards of business (competition)</li><li>- Group Dynamics - an exercise in communication</li><li>- The Case method of study (how to analyze a case)</li></ul>   | Archer, Chapter 1  |
| 2           | <u>The Nature of Management</u> <ul style="list-style-type: none"><li>- functions of management</li><li>- levels of management</li><li>- entrepreneurship and administration</li><li>- the scientific management approach</li><li>- the human relations approach</li><li>- the management trainee (self-presentation)</li></ul>   | Archer, Chapter 4  |
| 3           | <u>Business Ownership</u> <ul style="list-style-type: none"><li>- the sole proprietorship and the partnership</li><li>- advantages &amp; disadvantages of the partnership</li><li>- the business corporation, shareholders, directors, types of shares</li><li>- cooperative</li></ul><br><u>Small Business</u> <ul style="list-style-type: none"><li>- advantages and disadvantages</li><li>- opportunities and risks</li><li>- use of management techniques</li><li>- establishing a new business</li></ul> | Archer Chapter 2,<br>Chapter 3<br><br>Archer, Chapter 28 |
| 4           | <u>Planning for Profit</u> <ul style="list-style-type: none"><li>- the forecast</li><li>- the budget</li><li>- the plan</li><li>- feedback - are results being obtained</li><li>- decision making</li><li>- review of how to analyze a case</li></ul>   | Archer, Chapter 5  |
| 5 & 6       | <u>Organizing, Directing &amp; Controlling</u> <ul style="list-style-type: none"><li>- use of organization charts</li><li>- line and staff organization</li><li>- delegation of authority</li><li>- definition of responsibility</li><li>- use of committees</li><li>- motivation</li><li>- leadership</li><li>- controlling</li></ul>  | Archer, Chapter 6<br>Chapter 8                           |

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| <u>WEEK</u> | <u>SUBJECT</u>   | <u>SUGGESTED READING</u>               |
|-------------|--|--|
| 7           | <u>Marketing</u><br>- what, how and why customers <b>buy</b><br>- developing a marketing strategy  | FBDB, Module 1<br>Module 2             |
| 8           | <u>Marketing</u><br>- forecasting product <b>sales</b><br>- choosing and developing your product   | FBDB Module 3<br>Module 4              |
| 9           | <u>Marketing</u><br>- developing effective brand images<br>- product management<br>- effective distribution is a must  | FBDB, Module 5<br>Module 6<br>Module 7 |
| 10.         | <u>Marketing</u><br>- promoting your product   | FBDB, Module 8<br>Archer, Chapter 11   |
| 11          | <u>Marketing</u><br>- pricing can be an important marketing tool<br>- price vs. production costs<br>-profit or loss  | FBDB, Module 9<br><br>FBDB, Module 10  |
| 12.         | <u>Financial Management</u><br>- financial planning and control<br>- the finance and department<br>- budgets - capital, cash flow, operating<br>- the income statement and balance sheet<br>- source and use of funds                                | Archer, Chapter 13                     |
|             | <u>Financial Solvency</u><br>- credit and collections<br>- short term financing<br>- long term financing<br>-equity<br>-long term debt<br>-stock and bonds<br>-mortgages<br>- analysis of financial statements                                       | Archer, Chapter 14                     |
| 13.         | <u>Production Management</u><br>- primary manufacturing<br>- secondary manufacturing<br>- merchanzation, automation, mass production<br>- plant layout - shop layout<br>- the manufacturing industry<br>- labour supply<br><u>Production Control</u> | Archer, Chapter 20                     |

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| <u>WEEK</u> | <u>SUBJECT</u>  | <u>SUGGESTED READING</u> |
|-------------|---|--------------------------|
|             | <u>Inventory Control</u><br>- rate of usage - (sales, production)<br>- economic order quantity<br>- purchasing and storing (handling)<br>Quality Control - inspection | Archer, Chapter 21       |
|             | Purchasing<br>- organization<br>- policy & procedure  |                          |
| 14          | <u>Methods of Analysis &amp; Time Study</u><br>- process analysis<br>- motion study   | Archer, Chapter 23       |
|             | <u>Plant Location</u><br>- choice of region, proximity to markets,<br>labour supply, raw materials  | Archer, Chapter 24       |
| 15          | - Business Taxation   | Archer, Chapter 16       |
|             | - Business Insurance  | Archer, Chapter 18       |
|             | - Office Management   | Archer, Chapter 19       |
|             | - Personnel   | Archer, Chapter 25       |
|             | - Labour - Management Relations   | Archer, Chapter 26       |