

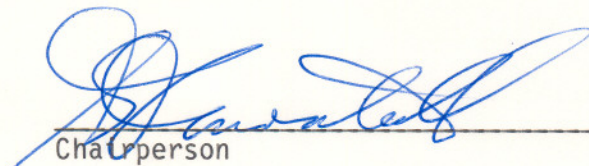
SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: INTRODUCTION TO BUSINESS (and Study Skills)
Code No.: BUS 100-4
Program: BUSINESS
Semester: FIRST
Date: FALL 1983
Author: PHIL CUNNINGTON

New: _____ Revision: X

APPROVED:


Cha Lrperson

83.08.23
Date

INTRODUCTION TO BUSINESS AND STUDY SKILLS
Course Name

BUS 100-4
Course Number

PHILOSOPHY/GOALS:

An introductory survey of modern Canadian business. The student will study various forms of business ownership and organization. The student will be introduced to the basic management functions of planning, organizing, directing and controlling as they relate to the various areas of business.

METHOD OF ASSESSMENT:

Students will be evaluated on the following basis:

INTRODUCTION TO BUSINESS

3 tests (each will be of equal value) 75%

STUDY SKILLS

Minimum of 2 tests	12 1/2%
Class participation	12 1/2%
	<u>100%</u>

Tests:

The dates on which each test will be held will be announced approximately one week in advance.

If a student is not able to write a test because of illness or a legitimate emergency, that student must submit a medical certificate or contact the instructor prior to the holding of the test and provide an acceptable explanation for the absence. In all other cases, the student will receive a mark of zero for that test.

There will not be any rewrites of individual tests.

Class Participation:

Class participation will include attendance and participation in classroom discussions on lecture material and topics of current interest as well as proper presentation of assignments.

Students must attend at least 75% of the study skills classes in order to receive the class participation marks for that part of the course.

Students attending less than 75% of the study skills classes will receive zero for class participation.

Final grade:

The marks for both parts of the course will be combined. Your final grade will be based on the following scale:

A	85 - 100%
B	70 - 84%
C	55 - 69%
R	54% or less

In order to successfully complete the course, a student must achieve an overall grade of 55%. For students who are not successful, there is provision for a supplemental test in certain limited circumstances. A student with a final grade of 40% - 55% may apply to the instructor for permission to write a supplemental test which will be based on work taken throughout the entire semester. Based on the attitude and participation of the student, the instructor may allow the student to write the supplemental test provided that student has attempted all semester tests and has given some indication of potential success on a supplemental test. It is the responsibility of any student in this category to apply for the supplemental test prior to the Christmas break. A final grade of "C" will be assigned to any student who successfully completes the supplemental test.

In all other instances, students with a final grade of less than 55% will have to repeat the course.

TEXTBOOKS:

Business in the Canadian Environment - Peter H. Furman, Prentice Hall Canada Inc.

COURSE OBJECTIVES:

To assist the student:

1. Acquire the knowledge and skills required to appreciate the role of a management trainee in such areas as: general business, theories of management and financial practices.
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.
 - a. Develop a real interest in Business in general.
6. Develop an awareness of current business events ie. Globe & Mail, Sault Star, Radio, T.V.
7. Develop a positive attitude to problem solving and develop decision making skills.

INSTRUCTIONAL 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 periods.

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

TEST REFERENCES - RELATED READINGS:

Globe and Mail "Report on Business" (daily)
Financial Post (weekly)
Business Periodicals (monthly)
Other readings as may be assigned

INTRODUCTION TO BUSINESS

<u>WEEK</u>	<u>SUBJECT</u>	<u>SUGGESTED READING</u>
1	Business & Economic Systems	Chapter 1
2	Foundations of the Canadian Business System	Chapter 2
3-4	Forms of Business Ownership	Chapter 3
5	Management, Planning and Controlling	Chapter 4
6-7	Organizing for Management	Chapter 5
8	Managing People	Chapter 6
9-11	Finance	Chapter 9
12	Business and Government	Chapter 12
13	International Business	Chapter 13
14	Social Responsibility and Business	Chapter 14
15	Business Management and the Future	Chapter 15
16	Review	

THE ABOVE SCHEDULE IS SUBJECT TO REVISION

<u>Week</u>	<u>Subject</u>
1	Introduction Differences between High School and College
2	Study skills counselling evaluation
3-5	Scheduling <ul style="list-style-type: none"> - master schedule - weekly schedule - the "To Do" list - daily schedule
6-7	Listening <ul style="list-style-type: none"> - the four attitudes - some listening faults - lecture behavior - signal words
8-10	Notetaking <ul style="list-style-type: none"> - why take notes - notetaking hints - know your instructor - the Cornell method - the Diagram method
11-13	Textbook Reading <ul style="list-style-type: none"> - surveying your text - SQ3R - marking your text
14-15	Testing <ul style="list-style-type: none"> - early preparation - studying - preparing for exam questions - general principles for exam taking - hints for objectives and essay tests - common essay exam directions - cramming - how to cope with exam panic

THE ABOVE SCHEDULE IS SUBJECT TO REVISION

WEEK 14

ADVERTISING

- history of advertising
- advertising objectives
- the types of advertising
- media
- the advertising function
- assessing advertising effectiveness
- sales promotion, public relations, publicity

WEEK 15:

PERSONAL SELLING

- sales tasks
- the chain of the sale
- retail selling
- sales management functions

TEST #4

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COMPREHENSIVE TEST
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