

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: INTRODUCTION TO BUSINESS & PERSONAL MANAGEMENT

Code No.: BUS 123-3

Program: OFFICE PROCEDURES/RETAIL SALES PROGRAM

Semester: ONE

Date: SEPTEMBER, 1989

Author: FRED CASE

New: _____ Revision: X

APPROVED: *Fred Case*
Chairperson

Sept '89
Date

INTRO TO BUSINESS & PERSONAL
MANAGEMENT

BUS123-3

Course Name

Course Code

TOTAL CREDIT HOURS: 45
PREREQUISITES: None

PHILOSOPHY/GOALS:

The course is intended to provide students with learning skills helpful in achieving success with their college and future studies. It is also intended to familiarize students with the nature of the retailing business and the roles of various functional departments within a typical retailing business.

STUDENT PERFORMANCE OBJECTIVES

Upon successful completion of this course, the student will be able to:

1. Define personal study objectives
2. Manage time more effectively
3. Read textbooks more effectively
4. Remember and review more effectively
5. Get more out of classroom lectures
6. Be more effective in writing tests and exams
7. Understand the implications of various categories of retailing
8. Be aware of various careers and carer paths in retailing
9. Understand the functions of various departments in a retail organization and their relationship to each other

TOPICS TO BE COVERED:

A) Effective Study - Weeks 1-4

- Motivation, Interest
- Managing Time
- Concentration
- Effective reading
- Remembering and Reviewing
- Lectures & Note Taking
- Preparing for Exams
- Writing Exams

TEST 1

B) Retailing - Weeks 5-7

- The various types of stores and outlets
- Job Opportunities
 - Large stores
 - Smaller stores
 - Career paths and job descriptions
- Factors influencing retailing
 - Fashion theories and trends
 - Consumer organizations
 - Consumer laws (products, advertising and credit)

TEST 2

C) Business in Canada - Weeks 8-11

- Free enterprise
- Forms of business ownership
 - proprietors
 - partners
 - corporations
 - franchises
 - co-operatives

TEST 3

D) **Management and Personnel**

- Levels and functions of management
- Management Theories
 - Scientific Approach
 - Human Relations Approach
 - Systems Approach
- Labour Relations
 - Minimum standards
 - Unions and collective bargaining

TEST 4

EVALUATION METHOD

A one-hour test will be given on the completion of each of the four sections of the course. Each test will be given equal weight and the three best tests will be averaged to determine the student's final grade. **There will be no re-write given for any of the tests for any reason.** Final grades will be assigned on the following basis:

<u>AVERAGE</u>	<u>GRADE</u>
90% or more	A+
80% - 89%	A
70% - 79%	B
55% - 69%	C
54% or less	R