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#131

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

COURSE OUTLINE

COURSE TITLE: BUSINESS FOR TECHNOLOGY  
\_\_\_\_\_  
CODE NO.: BUS 302 SEMESTER: FALL  
\_\_\_\_\_  
PROGRAM: ARCHITECT/CIVIL  
\_\_\_\_\_  
AUTHOR: JAMES SILTALA  
\_\_\_\_\_  
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APPROVED: \_\_\_\_\_ DATE \_\_\_\_\_  
DEAN, SCHOOL OF BUSINESS &  
HOSPITALITY

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I. PHILOSOPHY/GOALS

This course provides business fundamentals required by the architect or the engineering technologist. The technical work world does not operate in an economic vacuum, and many decisions are directed by business and economic influences. Topics covered include managerial accounting, business and project organizations, human resources, economics and marketing.

II. STUDENT PERFORMANCE OBJECTIVES

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

1. Analyze the major components of the balance sheet and income statement.
2. Recognize marketing mix and target markets in any business.
3. Discuss human resources criteria related to the building industry people.
4. List the types of business organizations in the construction industry and understanding the reasons for each.
5. Appreciate the Canadian business tax structure.

III. TOPICS TO BE COVERED

1. Marketing Fundamentals
2. Managerial Accounting in a Construction Environment
3. Business Organizations
4. Human Resources
5. Canadian Business Taxes

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IV. LEARNING ACTIVITIES

1.0 INTRODUCTION

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

- 1.1 Focus on the positioning of this course with respect to the architect and the engineer.
- 1.2 Define their own course objectives.
- 1.3 Know the teaching methods to be used including class discussion, group work, overheads, films, guest speakers and term project.
- 1.4 Discuss the lack of a textbook and the necessity of library research.
- 1.5 Understand the evaluation methods thoroughly.
- 1.6 Know the teacher's expectations regarding attendance, participation, assignments, tests and final grades.

2.0 INTRODUCTION TO BUSINESS

Discuss the components of any business

- . finance (accounting)
- . marketing
- . human resources
- . operations

3.0 BUSINESS ORGANIZATIONS

- . recognize the three basic business organizations: sole proprietorship, partnership, corporation (federal/provincial)
- . list and describe variations from basic types seen in the construction trade: joint ventures, limited partnerships

4.0 ACCOUNTING: AN INTRODUCTION

- . recognize financial statements and their components including balance sheet, income statement, owners equity

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LEARNING ACTIVITIES CONT'D

5.0 FINANCIAL STATEMENTS (the management/owners view)

- . review the balance sheet
- . how management views assets
- . how management views liabilities
- . how management views ownership (equity)

6.0 TAXES, NEAR TAXES AND OTHER THINGS

- . discuss all types of business taxation, insurance and employee benefits

7.0 THE MARKETING PLAN

- . discuss the total marketing concept in terms of target markets and marketing mix strategy

8.0 TARGET MARKETS

- . list specifically the target markets for civil engineering and architectural firms

9.0 MARKETING STRATEGY

- . product/service
- . price
- . promotion and public relations
- . distribution of purchased products

10.0 OPERATIONS

- . review the project structures
- . discuss the conflict amongst the players
- . discuss TQM...total quality management

11.0 LARGE BUSINESS, SMALL BUSINESS AND THE ENTREPRENEUR

- . compare and contrast

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LEARNING ACTIVITIES CONT'D

12.0 STARTING A NEW BUSINESS (optional)

- . recognize 3 methods of entry: from scratch, buy existing business, buy a franchise
- . understand the business plan

13.0 HUMAN RESOURCES

- . discuss individual behaviour
- . understand perception
- . see how attitudes affect behaviour
- . perceptions, attitudes, beliefs, values.....expectations
- . discuss motivational concepts
- . recognize the difference between Japanese management and North American management
- . discuss the role of the supervisor referring specifically to behaviour, situation and power
- . group dynamics
- . conflict management

14.0 WORKING WITH UNIONS

- . define terms and procedures

15.0 PERSONNEL

- . define the personnel management function
- . human resource planning, staffing, recruiting, selecting, training, developing, appraising

V. EVALUATION METHODS

Tests...3 @ 20	60
Assignments	25
Attendance and participation	<u>15</u>
	100 %

A+=90-100 A=80-89 B=70-79 C=60-69 R=59 minus

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VI. REQUIRED STUDENT RESOURCES

Text: None required

VII. SPECIAL NOTES

Students will be required to complete case problems, questions, and reading assignments as assigned.

Student with special needs (eg. physical limitations, visual impairment, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with instructor.

Your instructor reserves the right to modify the course as he/she deems necessary to meet the needs of the students.