



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

COURSE OUTLINE

COURSE TITLE: INTRODUCTION TO BUSINESS (AND STUDY SKILLS)  
CODE NO.: BUS100-4 SEMESTER: ONE  
PROGRAM: BUSINESS COMMON  
AUTHOR: PENNY O'HARE  
DATE: SEPTEMBER, 1994  
PREVIOUS OUTLINE DATED: SEPTEMBER, 1993

New: \_\_\_\_\_ Revision: X

APPROVED: \_\_\_\_\_  
DEAN, SCHOOL OF BUSINESS &  
HOSPITALITY

\_\_\_\_\_  
DATE

INTRO TO BUSINESS

BUS100

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COURSE NAME

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COURSE CODE

**PHILOSOPHY/GOALS:**

This course is designed as an introductory survey of modern Canadian business. The student will acquire the knowledge and skills required to appreciate the role of a management trainee. Time will also be spent on the development of effective study skills.

**COURSE OBJECTIVES:**

Upon successful completion, the student will be able to:

1. Identify the elements of private enterprise and types of competition in the Canadian economic system.
2. Describe the major forms of business ownership.
3. Discuss the major trends that affect business today.
4. Explain the concept of social responsibility.
5. Describe the general process of management, interpreting and evaluating how the functions of management help achieve organizational goals.
6. Identify the role of small business in Canada.
7. Describe the challenges of managing people as well as dealing with unions.
8. Discuss how the production of high quality goods and services is at the heart of all business operations.
9. Define marketing and explain its function in business.
10. Describe the role of the Bank of Canada in the country's financial system.
11. Describe the levels of government in Canada and their responsibilities as well as the roles government plays in Canada's economic system.
12. Define trade and understand the importance of Canadian managers thinking internationally.

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INSTRUCTION METHOD:

Lecture-discussions will cover the course outline. Small study groups will be formed within the class and the case study approach will be used thereby simulating experience with a real business-type approach to problem-solving.

METHOD OF ASSESSMENT:

Students will be evaluated on the following basis:

3 tests (3 x 25)	75%
Quizzes & Assignments	25%
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	100%

**TESTS:**

The dates of the tests will be announced approximately one week in advance. Quizzes may or may not be announced in advance.

If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the professor before the test and provide an explanation which is acceptable to the professor. Medical certificates or other appropriate proof may be required. In cases where the student does not contact the professor, the student will receive a mark of zero. There will be no rewrites of individual tests.

The final grade will be based on the following scale:

A+	90% - 100%
A	80% - 89%
B	70% - 79%
C	60% - 69%
R	under 59%

In order to successfully complete the course, a student must:

1. write all three tests
2. successfully complete two of the three tests
3. have an overall grade of 60% on all semester work

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TEXTBOOK:

Business, First Canadian Edition, by Ricky W. Griffin, Ronald J. Ebert, Frederick A. Starke; Prentice-Hall Canada Inc., 1993

Related Readings:

Current newspapers and periodicals including the Globe and Mail, The Sault Star, Financial Post and other readings.