

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

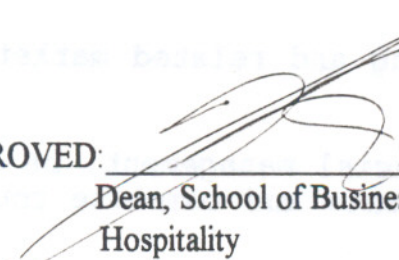
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: BUSINESS TODAY
CODE NO.: BUS 105
PROGRAM: COMPUTER PROGRAMMING/COMPUTER ENGINEERING
AUTHOR: PENNY O'HARE/ LARRY LITTLE
DATE: SEPTEMBER 1995

PREVIOUS OUTLINE
DATED: _____

New: Revision: _____

APPROVED: 

Dean, School of Business and
Hospitality

95 08 23

DATE

BUSINESS TODAY

COURSE NAME

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1. **PHILOSOPHY/GOALS**

This course provides an overview of many different subject areas in order to comprehend the important role of business in society. Exploring concepts from an historical context to contemporary times, students will gain appreciation and understanding for business today.

2. **OBJECTIVES**

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

1. Discuss the elements of economic systems from an historical context to present day.
2. Describe various types of competition in the market place together with their impact on the consumer and the economy.
3. Trace the growth of business in Canada to present day noting future challenges.
4. Explain the role of small business in the Canadian economy - challenges and opportunities together with the forms of business ownership.
5. Discuss the importance of marketing and related marketing terminology.
6. Explain key terms related to financial management, be able to prepare simple financial statements and complete routine analysis.
7. Explain various theories of motivation together with contemporary issues in motivating today's workforce.
8. Detail the elements of human resource management.
9. Discuss government involvement in the Canadian economy - both historically and present day.

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3. **TOPICS TO BE COVERED**

Following is the planned weekly schedule of general topics to be learned. More specific objectives will be identified as sub-sets of these major areas as the course proceeds. This schedule is subject to change.

WEEK	SUBJECT	REQUIRED READINGS
1	The Canadian Business System	
2	Economic Systems and The Standard of Living	Chapter 1
3	Profit, Competition and the Market Evolution of Business in Canada	Chapter 2
4	Small Business & Forms of Business Ownership	Chapter 3
5	Review and Test 1	
6	Motivation - Theories and Contemporary Issues	Chapter 6
7	Human Resource Management	Chapter 10
8	Marketing-Functions, Research, Marketing Mix	Chapter 8
9	Marketing-Product Life Cycles, Pricing, Promoting, Distribution Channels	Chapter 8
10	Review and Test 2	
11	Finance-Cash Flow, Financial Statements, Break-Even Analysis, Short and Long-Term Financing	Chapter 9
12	Finance-continued	Chapter 9
13	Business and Government	Chapter 12
14	How is Government Financed	Chapter 12
15	International Business	Chapter 13
16	Review and Final Test	

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4. REQUIRED TEXT

BUSINESS IN THE CANADIAN ENVIRONMENT, 5th edition by Peter H. Fuhrman

Other Resources:

Canadian Business, Financial Post, Sault Star and others

5. METHOD OF ASSESSMENT

Students will be evaluated on the following basis:

3 tests (3X25)	75%
Quizzes	15%
Attendance & Participation	10%
Total	<u>100%</u>

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 re-writes 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 60%

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.
4. note: attendance and participation are both important.