

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

COURSE OUTLINE

COURSE TITLE: BUSINESS FOR TECHNOLOGY

CODE NO.: BUS302 SEMESTER: FALL 1995

PROGRAM: ARCHITECTURAL/CIVIL

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DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

COURSE NAME

COURSE CODE**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. In preparation for the working environment students should acquire knowledge in 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, from a management view, the balance sheet and income statement, and their components.
2. Recognize marketing strategy consists of marketing mix and target markets in any business.
3. Utilize supply/demand theories in everyday economics
4. Identify human resources criteria related to the building industry
5. View the business organization from a union perspective.

III TOPICS TO BE COVERED

Introduction to business within a technical environment

Business organizations

Accounting: an introduction

Financial statements – the management/owners view

The marketing plan

Introduction to supply/demand theory

Human resources

Working with unions

Starting a new business (optional)

IV. LEARNING ACTIVITIES

1. INTRODUCTION

Learning activities

Focus on the positioning of this course with respect to the architect and the engineer

Discuss the teaching methods to be used including class discussion, group work, overheads, films, guest speakers and term project.

Explain the lack of a textbook, and the necessity of library research

Review the evaluation methods thoroughly.

Know the teacher's expectations regarding attendance, participation, assignments, tests and final grades

Required resources

Lecture notes

Chalkboard work

2. INTRODUCTION TO BUSINESS

Learning activities

List the controllable components of any business, referencing the Business Organization Wheel

Analyze the factors which cannot be controlled by business management

Resources

Lecture notes & chalkboard

Supplementary hand-outs

- . Business Organization Wheel
- . Project structures
- . Business structures

3. BUSINESS ORGANIZATIONS

Learning activities

List, compare, and contrast the three basic business organizations

List and describe variations from basic types often seen in the construction trade

Resources

Lecture notes & chalkboard work

Samples:

Algo Signs Ltd share certificates
Siltala Management company seal
Computerforce trademark

4. ACCOUNTING: AN INTRODUCTION

Learning activities

Recognize financial statements and their components including balance sheet, income statement, owners equity

Record entries to a general ledger, and income summary
Prepare a balance sheet and an income statement

Resources

Lecture notes & chalkboard

Supplementary hand-outs

- . Typical income statements (Sowa Sales)
- . Typical Balance sheet (Sowa Sales)
- . Jerry Dow..lawyer, final statements
- . Barb Schmidt (The Cuttery)
- . Homework: Ex.1-5,P38; Ex.1-7,P39 for assignment mark
- . Carole Olds (Accountant),
- . Gerry Myers...problems and answer sheets for each example,
- . Test#1 Accounting Principles

5. FINANCIAL STATEMENTS – the management/owners view

Learning activities

Analyze management's view of assets

Analyze management's view of liabilities

Analyze management's view of equity(ownership)

6. TAXES, NEAR TAXES AND OTHER COSTS

Learning activities

List and analyze types of business taxation

List and analyze types of business insurance

List employee benefits and analyze the cost to business

Resources

Lecture notes & chalkboard
Szonyi textbook example

7. THE MARKETING PLAN

Learning activities

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

List specifically the target markets for civil engineering and architectural firms

Discuss marketing strategy in terms of the 4 – P's of marketing

Resources

lecture notes & chalkboard
class group assignment (marketing wheel)

9. ECONOMICS

Learning activities

Introduce supply and demand theory and discuss its application to the following:

- . ceiling price limits (rent controls)
- . taxes (excise tax effects)
- . minimum wage
- . floor price support (egg marketing)

Discuss how "TV economic issues" such as unemployment, bank interest rates, trade pacts, inflation, stock markets etc affect the construction industry

Required resources

- i) Complete on the black board
- ii) Text used for reference: Macro Economics 2nd edition, Elijah James
- iii) Class economics assignment

10. HUMAN RESOURCES

Learning activities

Discuss individual behaviour

Discuss motivation of the worker

Discuss leadership and the role of the supervisor

Discuss group dynamics

Discuss conflict management

Required resources

- 1) Reference text: Understanding Organizational Behaviour, Callahan, Fleenor and Knudson, Merrill, ISBN-675-20198-5
- 2) The "individual behaviour" spiral
- 3) Hand out Table 2-1, P51
- 4) Hand out a composite copy of Fig 2-2, Fig 2-3, Fig 2-4.
- 5) Exercise "Brain Power"

11. WORKING WITH UNIONS

Learning activities

Define terms and standard union procedures

Participate in a moot bargaining session

Required resources

Lecture notes & chalkboard

IV EVALUATION METHODS

Tests...3 @ 15	45
Assignments	35
Participation	20

	100 %

Participation mark is based on attendance, attentiveness, and completion of assignments on time. Attendance is very important as no one textbook is suitable for the course, and most material is delivered in the classroom

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

VI REQUIRED STUDENT RESOURCES

TEXT: None required

VII. ADDITIONAL REFERENCE MATERIAL

Small Business Management Fundamentals
Szonyi . Steinhoff
McGraw-Hill Ryerson
ISBN 0-07-551135-5

Understanding Organizational Behaviour
Callahan . Fleenor . Knudson
Merrill Publishing
ISBN 0-675-20198-5

Modern Human Relations at Work
Richard M. Hodgetts
Harcourt-Brace
ISBN 0-03-074633-7

VIII SPECIAL NOTES

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