

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline: Introduction to Business

Code Number : BUS 100

Program : Business

Semester : Fall

Date : September 1996

Previous
Outline : September 1995

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Approved: _____

Dean, Business & Hospitality

96-06-11

Date

I. **COURSE DESCRIPTION:** This course enables the student to acquire the knowledge required to understand the concepts utilized in the contemporary business environment. Students will be able to identify the business concepts required to successfully manage the Human Resources, Marketing Initiatives and the Financial Affairs of a Business.

II. **LEARNING OUTCOMES AND ELEMENTS OF PERFORMANCE:**

(Generic Skills Learning Outcomes placement on the course outline will be determined at a later date)

A. **Learning Outcomes:**

1. Describe the attributes relating to the Contemporary Business World.
2. Define Business Management structures.
3. Analyze the relationship between managers and their employees using a case analysis approach.
4. Apply the **FOUR P's** of Marketing (Product, Pricing, Promotion and Place) to a Service business selected by the student. Originate an exchange between two parties and develop the four P's of marketing for your selected business.
5. Understand Money and Banking. Meeting Business challenges.

B. **Learning Outcomes and Elements of the Performance:**

Upon successful completion of this course the student will demonstrate the ability to:

1. Describe the attributes relating to the Contemporary Business World.

Elements of the performance:

- Define the nature of business and its goals.
- Describe how demand and supply in markets affect resource distribution in Canada.
- Prepare a schematic of the structure and operation of corporations.
- Select a major form of business ownership and prepare an outline of its goals.
- Describe three major trends that affect the nature of business today
- Identify the sources of Law.

- Apply the issues of social responsibility and ethics relating to small business to an assigned case.

This learning outcome will constitute 20% of the course's grade.

2. Define Business Management Structures.

Elements of the performance:

- Describe the four activities that comprise the management process.
- Identify the kinds of managers by level and area.
- Distinguish between managerial styles and explain how the styles are influenced by the corporation's culture.
- Apply the steps in the planning process to an assigned case.
- Conduct a brain-storming session aimed at Identifying the goals of a selected business.
- Identify and describe the building blocks of organizational structure.
- Establish the Defining characteristics of a small business.
- Select an entrepreneur from Sault Ste. Marie and profile the reasons why he/she selected their business venture and explain their management process.
- Relate the functions of management to the operation of a small business.

This learning outcome will constitute 20% of the course's grade.

3. Analyze the relationship between managers and their employees using a case analysis approach.

Elements of the performance:

- Define human resource management.
- Explain how managers plan for human resources.
- Identify the steps involved in staffing a company.
- Describe strategies for improving employee satisfaction.
- Identify various theories of employee motivation.
- Explain why workers unionize.

- Describe the major laws governing labour/management relations.
- Prepare a case analysis utilizing the concepts of human resource management and determine the results of the approach presented in the business case.

This learning outcome will constitute 20% of the course's grade.

4. Apply the **FOUR P's** of Marketing (Product, Pricing, Promotion and Place) to a Service business selected by the student. Originate an exchange between two parties and develop the four P's of marketing for your selected business.

Elements of the performance:

- Define marketing and explain its function in business.
- Describe factors that influence consumer buying and the consumer buying process.
- Identify potential problems and strategies in marketing for a small business.
- Select a service business compiled from class input and prepare the first part of a marketing plan for the business which involves identification of the four P's of marketing.

This learning outcome will constitute 20% of the course's grade.

5. Understand Money and Banking. Meeting Business challenges

Elements of the performance:

- Explain how banks create money and how they are regulated
- Identify the different forms of money in the nation's money supply.
- Distinguish between various types of securities and investment instruments.
- Select a share investment from the stock market and track the results of the share for a period of two weeks. Report the results of your investment.
- Explain how governments can influence business decision making.
- Describe the various roles government plays in the economy.
- Define trade and describe its importance in the economy.

- Identify and describe the challenges in world markets for Canadian business.

This learning outcome will constitute 20% of the course's grade.

Method of Assessment:

A) Grading:	A+	90% - 100%
	A	80% - 89%
	B	70% - 79%
	C	60% - 69%
	R	Below 59% - Repeat the course

B) **TESTS:** All students will be required to complete **FOUR** tests during the course of the term. The total weighting of the four tests will represent 80% of the final term grade. The tests will be administered during the term as follows:

Test #1: Learning outcome # 1: Reference material is Chapter 1, 2, 3, & 4 from Business text.

Test #2: Learning outcome # 2: Reference material is Chapter 5, 6 & 7.

Test #3: Learning outcome # 3: Reference material is Chapter 8, 9 & 10.

Test #4: Learning outcome #4&5: Reference material is Chapter 14, 18, 20, 21 & 22.

C) **ASSIGNMENTS:** All students will be required to complete **THREE** assignments during the course of the term. The three assignments will comprise 20% of the final grade. Late assignments will receive a **ZERO GRADE.** The assignments will consist of the following:

- 1) Select a local Entrepreneur and prepare a Profile of the Business.
- 2) Select a Service Business and apply the 4 P's of Marketing.
- 3) Select a Stock and track your investment results.

Notes to Students:

- a) Attendance is critical to the participant's success in this course.
- b) Your instructor reserves the right to modify the course as he/she deems necessary to meet the needs of the students.
- c) If you are a student with special needs you are encouraged to discuss accommodations with the Special Needs Office, Room E1204, Ext# 493,717,491 so that support services can be arranged for you.

Introduction to Business

BUS100

PRIMARY RESOURCES

Business, Second Canadian Edition, Griffin, Ebert, Starke,
Prentice Hall Publishers

LIBRARY RESOURCES

Globe and Mail Report on Business
Toronto Star Report on Business

Financial Post
Canadian Business