

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline: Business Today

Code No: BUS105

Program: Computer Programming/Computer Engineering/Heavy Equipment Diesel
Electrical Engineering/Engineering Technologist

Semester: I/II/III/IV

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Date: 1998 01 01

Previous Dated
Outline: 1996 08 22

NEW: REVISION: X

APPROVED:

Joseph C. Fawcett
DEAN

Jan 5/98
DATE

TOTAL CREDITS: 3

PREREQUISITES: NONE

LENGTH OF COURSE: 3 HOURS PER WEEK FOR 16 WEEKS

TOTAL CREDIT HOURS: 48

I. COURSE DESCRIPTION

This course will enable students 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 human resources, production and information. Case studies will range from analysis of small business enterprises to multi-national corporations.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

A. Learning Outcomes:

1. Describe the Canadian business system including setting up, conducting ethic and responsible transactions, and working in international business.
2. Compare corporate cultures, management styles and process, organizational structure in businesses ranging from entrepreneurial to multinational corporations.
3. Identify methods of motivating, satisfying, and leading employees integrating ethical human resources and labour relation practices.
4. Manage marketing strategies focusing on target markets and the marketing mix.
5. Describe money, it's functions, money supply, and plastic money. Explain the functions of the four pillars of the financial industry and their relationship on securities and investments.

B. Learning Outcomes and Elements of the Performance:

1. Describe the Canadian business system including setting up, conducting ethic and responsible transactions, and working in international business.
 - define the nature of Canadian *business* and its goals
 - describe the different types of *economic systems* according to the means by which they control the *factors of production* and evaluate the Canadian systems
 - show how *demand and supply* affect distribution in Canada.
 - identify the elements of *private enterprise* and explain the various degrees of

- *competition* in the Canadian economic system.
- trace the history of business in Canada
- identify the major *forms of business ownership* and describe their advantages and disadvantages
- identify *recent trends* and issues in corporate ownership
- distinguish *social responsibility* from *ethics* and trace the evolution of social responsibility

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

2. Compare corporate cultures, management styles and process, organizational structure in businesses ranging from entrepreneurial to multinational corporations.

- identify the major world marketplaces and explain how different forms of *competitive advantage, import-export balances, exchange rates, and foreign competition* determine the ways in which countries and businesses respond to the international environment
- discuss factors involved in deciding to do business internationally and describe some of the ways in which *social, cultural, economic, legal, and political differences* among nations affect international business.
- explain the importance of setting *goals* and formulating *strategies* as the starting points of effective management.
- describe the four activities that constitute the *management process*
- describe the four basic *management skills*
- describe the development and explain the importance of *corporate culture*
- define *small business* and explain its importance to the Canadian economy.
- describe *start-up decisions* made by small businesses
- analyse advantages and disadvantages of *franchising*
- identify reasons for the success and failure of small business
- describe the sources of financial and management advice that are available to small business

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

3. Identify methods of motivating, satisfying, and leading employees integrating ethical human resources and labour relation practices.

- discuss the importance of *job satisfactions* and employee *morale* and summarize their roles in *human relations* in the workplace
- identify and summarize the most important theories of employee *motivation*
- discuss different managerial styles of *leadership* and their impact on human

- relations in the workplace
- describe some of the strategies used by organizations to improve employee motivation and job satisfaction
- define *human resource management* and explain how managers plan for human resources
- identify the steps involved in staffing a company
- explain how organizations can develop workers' skills and manage workers who do not perform well
- discuss the importance of *wages and salaries, incentives, and benefits programs* in attracting and keeping skilled workers
- describe the major *laws governing labour-management relations*
- identify the steps in the *collective bargaining process*

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

4. Manage marketing strategies focusing on target markets and the marketing mix.
- identify the marketing concept and relate it to the marketing of goods, services, and ideas.
 - define marketing mix and use the concept in an engineering environment.
 - identify and segment target markets.
 - use primary and secondary research methods.

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

5. Describe money, its functions, money supply, and plastic money. Explain the functions of the four pillars of the financial industry and their relationship on securities and investments.
- define *money* and the different forms it takes in the nation's money supply
 - describe the different kinds of *financial institutions* that make up the Canadian financial system and explain the services they offer.
 - explain how banks create money and identify the means by which they are regulated
 - explain the functions of the *Bank of Canada* and describe the tools it uses to control the money supply
 - identify ways in which the financial industry is changing *risk-management process*
 - describe the basic workings of the *insurance industry* and explain how insurers make profits
 - distinguish among the different types of *business insurance*

- explain the difference between *primary and secondary securities market*
- discuss the value of *common stock and preferred stock* to shareholders and describe the secondary market for each type of security
- distinguish among various types of *bonds in terms of their issuers, safety, and retirement*
- describe the investment opportunities offered by *mutual funds and commodities*
- explain the process by which securities are bought and sold
- explain how securities markets are *regulated*

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

III. TOPICS

1. Understanding the Canadian Business System
2. Setting Up Business in Canada
3. Conducting Business Ethically and Responsibly
4. Understanding International Business
5. Managing the Business Enterprise
6. Running the Small Business
7. Motivating, Satisfying, and Leading Employees
8. Managing Human Resources and Labour Relations
9. Developing Target Market and Marketing Mix Strategies
10. Understanding Money and Banking

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Business Essentials First Canadian Edition, Ronald J. Ebert, Ricky W. Griffin, Frederick A. Starke. Prentice Hall, Canada

V. EVALUATION PROCESS/GRADING SYSTEM

Tests

Achievement of course learning outcomes will be measured by mandatory testing after completion of each section of the course.

Supplementary Test

The supplementary test will be administered at the end of the semester. A student who **fails** a test or **missed** writing a test during the regular semester qualifies to write the **supplementary test**. The grade received on the supplementary test will replace the lowest failed test or missed test. The supplementary test is a comprehensive test drawing upon all of the material covered during the semester. Therefore, **attendance** is critical to the participant's success in this course.

SUMMARY OF MARKING SCHEME

Test #1	25%
Test #2	25%
Test #3	25%
Assignments/Quizzes/Participation	25%

METHOD OF ASSESSMENT (GRADING METHOD)

Students will be assessed on the basis of their projects and tests. The following letter grades will be assigned in accordance with the School of Business and Hospitality policies:

A+	Consistently outstanding	90%-100%
A	Outstanding achievement	80%- 89%
B	Consistently above average achievement	70%- 79%
C	Satisfactory of acceptable achievement	60%- 69%
R	Repeat - The student has not achieved the objectives of the course and the course must be repeated (below 60%)	
CR	Credit exemption	
X	A temporary grade, limited to situation with extenuating circumstances, giving a student additional time to complete course requirements.	

NOTE: Students may be assigned an "R" grade early in the course for unsatisfactory performance.

VI. SPECIAL NOTES

Special Needs

If you are a student with special needs (eg. Physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the professor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717, or 491 so that support services can be arranged for you.

Academic Dishonesty

Students should refer to the definition of “academic dishonesty” in the “Statement of Student Rights and Responsibilities.” Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor.

Advanced Standing

Students who have completed an equivalent post-secondary course should bring relevant documents to their Coordinator.

Retention of Course Outlines

It is the responsibility of the student to retain all course outlines for possible future use in gaining advanced standing at other post-secondary institutions.

Substitute course information is available at the Registrar’s Office.

Modification

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

