

SAULT COLLEGE of ARTS and TECHNOLOGY

SAULT STE MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: Business for Technology

CODE: BUS 302 SEMESTER: 1996 Fall

PROGRAM: Architectural/Civil Technician/Technologist

PROFESSOR: James Siltala

DATE: Sept 1996

PREVIOUS OUTLINE DATE: Sept 1995

TOTAL CREDITS: 3 TOTAL CREDIT HOURS: 45

PREREQUISITES: none

APPROVED: _____
DEAN DATE

BUSINESS FOR TECHNOLOGY

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I. DESCRIPTION/PHILOSOPHY

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 organizations, human resources, practical economics, marketing and union management relations.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE

A. Learning Outcomes

1. Prepare a basic balance sheet and income statement and analyze, from a management view, their components.
2. Prepare a marketing strategy by defining a target market and manipulating the marketing mix.
3. Utilize supply/demand theories in everyday economics
4. Explain human resources criteria affecting the building industry workforce.
5. Describe terms and procedures in a typical union contract and compare from union and management perspectives

B. Learning outcomes and elements of the performance

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

1. Prepare a basic balance sheet and income statement and analyze, from a management view, their components.
 - . List the controllable components of any business, referencing the Business Organization Wheel
 - . Analyze the factors which cannot be controlled by business management

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- . List, compare, and contrast the three basic business organizations
- . List and describe variations from basic types often seen in the construction trade
- . 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
- . Analyze management's view of assets
- . Analyze management's view of liabilities
- . Analyze management's view of equity(ownership)
- . List and analyze types of business taxation
- . List and analyze types of business insurance
- . List employee benefits and analyze the cost to business

This learning outcome will constitute 25% of the courses grade

2. Prepare a marketing strategy by defining a target market and manipulating the marketing mix.
 - . 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 the marketing mix

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3. Utilize supply/demand theories in everyday economics
- . Review supply and demand curves discuss their application to the following:
 - . ceiling price limits (rent controls)
 - . excise tax effects
 - . minimum wage
 - . floor price support (egg marketing)
 - . Discuss "TV economic issues" such as unemployment, bank interest rates, trade pacts, inflation, stock markets etc and how they affect the construction industry

This learning outcome will constitute 10% of the courses grade

4. Explain human resources criteria affecting the building industry workforce.
- . Discuss individual behaviour
 - . Discuss motivation of the worker
 - . Discuss leadership and the role of the supervisor
 - . Discuss group dynamics
 - . Discuss conflict management

This learning outcome will constitute 25% of the courses grade

5. Describe terms and procedures in a typical union contract and compare from union and management perspectives
- . Define contract terms and standard union procedures
 - . Participate in a moot bargaining session

This learning outcome will constitute 15% of the courses grade

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III TOPICS TO BE COVERED

***Note:** These topics overlap several areas of skill development and are not necessarily to be explored in isolated learning units or in the order below

Introduction to business within a technical environment

Business organizations

Accounting: an introduction

Financial statements - the management/owners view

The marketing plan

Practical uses of supply/demand theory

Human resources

Working with unions

IV Required resources/texts/materials

TEXT: None required

V 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

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VI EVALUATION PROCESS/GRADING SYSTEM

Major assignments and testing

Students will be evaluated on a minimum of three written tests (3 @ 15 = 45%)

Students will also submit assignments valued at 35%. These assignments may be subject to revision and resubmission

A participation mark of 20% 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

TIME FRAME

The course involves three periods per week for the entire semester. Students are expected to attend class and participate in class activities

METHOD OF ASSESSMENT (GRADING SYSTEM)

Students will be assessed on the basis of their tests, assignments, and participation mark. The following letter grades will be assigned in accordance with Business Department guidelines.

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

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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 and/or contact the special Needs Office so that support services can be arranged for you.

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