

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 1998

---

Previous Outline : September 1997

---

Author : J. Cavaliere/P. Perrier

---

Approved: 

---

Dean, Business & Hospitality

98 05 26

Date



I. **COURSE DESCRIPTION:** This course enables the student to acquire the knowledge required to understand the concepts utilised 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. Analyse 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 organisational structure.
- Establish the Defining characteristics of a small business.
- Relate the functions of management to the operation of a small business

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

3. Analyse 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 unionise.
- Describe the major laws governing labour/management relations.
- Prepare a case analysis utilising 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. Originate an exchange between two parties and develop the four P's of marketing for a service 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.

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.
- 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 100% of the final term grade. The tests will be administered during the term as follows:

**Test#1:** Learning outcome #1: Reference Chapter 1,2,3,4

**Test#2:** Learning outcome #2: Reference Chapter 5,6,7

**Test#3:** Learning outcome #3: Reference Chapter 8,9

**Test#4:** Learning outcome #4: Reference Chapter 13,16

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.



PRIMARY RESOURCES

Business Essentials, First Canadian Edition, Griffin, Ebert,  
Starke, Prentice Hall Publishers, ISBN# 0-13-0820830

LIBRARY RESOURCES

Globe and Mail Report on Business  
Toronto Star Report on Business

Financial Post  
Canadian Business

