

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON



COURSE OUTLINE

COURSE TITLE: Introduction to Business

CODE NO.: BUS 1000 SEMESTER: One

PROGRAM: Business

AUTHOR: J. Cavaliere

DATE: May 2002 PREVIOUS OUTLINE DATED: Sept '01

APPROVED: _____
DEAN DATE

TOTAL CREDITS 4

PREREQUISITE(S): none

LENGTH OF COURSE: 16 weeks _____ TOTAL CREDITHOURS: 64

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For additional information, please contact Dean, School of Business/Hospitality

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 a Business Entity in the Canadian and Global Market.

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 Outcome:

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. Understand the concept of Organising the Business Enterprise.
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 brainstorming 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.
- 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. Understand the concept of organising the Business Enterprise.

Elements of the performance:

- Describe specialisation and departmentalisation.
- Distinguish between responsibility and authority.
- Explain the differences between common organisational structures.

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.
- 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.

III. EVALUATION PROCESS/GRADING SYSTEM

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.75
B	70 – 79%	3.00
C	60 – 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade – limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see Policies &	

NR Procedures Manual - Deferred Grades and Make-up).
Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has been impossible for the faculty member to report grades.

TESTS: 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: Reference Chapters 1, 2, 3, (worth 25%)
Test #2: Reference Chapters 4,5,6 (worth 25%)
Test #3: Reference Chapters 8, 9, 10 (worth 25%)
Test #4: Reference Chapters 15 (worth 25%)

Supplementary Test:

A student who has missed a test or failed a test during the semester will have the privilege of writing a Supplementary Test at the end of the semester if they have attended 80% of the classes during the semester. The Supplementary Test will be comprehensive, drawing upon all of the material covered during the semester. The results of the Supplementary Test will replace the lowest failed test or missed test.

IV. 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 instructor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717, 491 so that support services can be arranged for you.
- Retention of Course Outlines
It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.
- Course Modification
The instructor reserves the right to modify the course as deemed necessary to meet the needs of students.

V. REQUIRED RESOURCES/TEXTS/MATERIALS:

Business Essentials, 3rd Canadian Edition, Griffin, Ebert, Starke, Prentice Hall Publishers,

ISBN# 0130432644

On-line resources providing students with a study guide and reference materials support course material. Students are advised to make good use of the companion website. The Professor may from time to time request that students complete and submit an assignment using on-line resources.

Library Resources: Globe and Mail Report on Business, Financial Post, Toronto Star Report on Business, Canadian Business and others.