

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline: Business Today

Code No: BUS105

Program: Computer Programming/Computer Engineering

Semester: 1

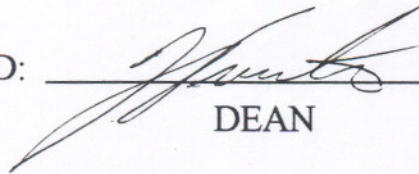
Date: 1996 08 20

Author: Shawna DePlonty

Previous Outline

Dated: 1996 01 04

NEW: REVISION:

APPROVED:  96 08 22
DEAN DATE

TOTAL CREDITS: 3
PREREQUISITES: NONE
LENGTH OF COURSE: 3 HOURS PER WEEK FOR 17 WEEKS
TOTAL CREDIT HOURS: 51

I. **COURSE DESCRIPTION:** This course is designed to provide the student with an overview of many different subject areas in order to comprehend the important role of business in society. Exploring concepts from an historical context to contemporary times, students will gain appreciation and understanding for business today.

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. Discuss the elements of economic systems from an historical context to present day.
2. Describe various types of competition in the market place together with their impact on the consumer and the economy.
3. Trace the growth of business in Canada to present day noting future challenges.
4. Explain the role of small business in the Canadian economy-- challenges and opportunities together with the forms of business ownership.
5. Describe the role of small business and entrepreneurs play in the Canadian economy and explain the social responsibility of business.
6. Explain key terms related to financial management, be able to prepare simple financial statements and complete routine analysis.
7. Explain various theories of motivation together with contemporary issues in motivating today's workforce.
8. Detail the elements of human resource management and outline the development of a strategy to meet the organization's future needs for employees.

9. Explain the impact of business in a global environment and discuss government involvement in the Canadian economy--both historically and present day.
10. Describe various operation management concepts and the four key production processes.

B. Learning Outcomes and Elements of the Performance:

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

1. Define business and the Canadian economic system.

Elements of the performance:

- define what business is and the role of business skills in the economic system.
- describe economic systems in place around the world, roles of government and private enterprise in Canada's mixed economy, and how government and private enterprise contributed to the historical development of the Canadian economy, and the challenge global economic trends pose for the future.
- explain the concepts of gross national product, productivity, and competitiveness and how they affect business and individuals.
- describe various market structures and show how business operates to serve the needs of society.

2. Describe and discuss the forms of business ownership.

Elements of the performance:

- describe the three types of private business ownership.
 - discuss the advantages and disadvantages of running a business as a sole proprietorship, partnership, corporation.
 - describe how a corporation is owned by its shareholders and controlled by its board of directors.
 - discuss government enterprise and crown corporations.
 - describe the features of the collective ownership of co-operatives.
3. Describe the role small business and entrepreneurs play in the Canadian economy.

Elements of the performance:

- question how small businesses thrive in certain sectors of the economy, such as retail, service, and high-technology sectors.
- investigate services government offers to small business.
- describe the concept of franchising and its advantages and disadvantages for the small business owner.
- evaluate the special problems that may arise in family-owned businesses and for women entrepreneurs.

These learning outcomes will constitute 33% of the course's grade.

4. Explain the social responsibility of business.

Elements of the performance:

- describe how social responsibility should be integrated with general business policy.
- determine the means of regulating social performance within the

individual firm, across the industry, or through government regulation.

- examine business's responsibility to employees, to associates, to investors, to customers, and to the community at large.
- define sustainable development and observe how business has taken environmental protection, pollution control, and energy use into account in the past and the changes it is now making.
- determine the responsibility business can and should take for the overall economy.

5. Describe the process of planning, organizing, leading, and controlling the various resources of an organization, in order to meet its goals.

Elements of the performance:

- discuss the technical, human relations, and conceptual skills required to varying degrees at all levels of management.
- examine the interpersonal, informational, and decisional roles managers are required to undertake at various times.
- validate how an organization's mission, goals, and objectives define managers' job and set standards for all employees.
- describe the management functions of planning, organizing, leading and controlling, and how they are interrelated.
- discuss the steps in the decision-making process.

6. Explain the organizational structure in which people interact to accomplish goals and objectives.

Elements of the performance:

- define organization in terms of its key elements.

- describe factors that influence the structure of an organization and the major forms of departmentalization.
 - discuss delegation in terms of authority, responsibility, and accountability and the degree of centralization of decision making within an organization.
 - describe and evaluate six approaches to organizational structure.
 - discuss the importance of informal lines of communication within an organization.
7. Describe content theories of motivation, including the hierarchy of needs, two-factor, ERG, and acquired needs theories to identify why people work.

Elements of the performance:

- explain the impact on business of scientific management theory and the human relations approach to management.
- describe process theories of motivation, including equity, goal-setting, and expectancy theories.
- contrast Theory X and Theory Y beliefs about the psychology of workers.
- discuss the importance of morale of motivation and productivity.
- identify quality-of-work-life concepts and programs, including management by objectives, job enrichment, flexible work schedules, and job sharing.
- explain the effects of participative management techniques in a "Theory Z" organization.

These learning outcomes will constitute 33% of the course's grade.

8. Outline the development of a strategy to meet the organization's future

needs for employees.

Elements of the performance:

- define human resource management, planning, responsibilities, and future needs of the organization.
- differentiate among job analysis, job description, and job specification.
- describe the various steps in the hiring process.
- report how the human rights legislation affects the work of the human resource department.
- describe the various forms of employee training and development and to follow typical movements of employees within the organization.
- discuss the motivational factors of various compensation programs and employee benefits as part of compensation.

9. Explain the impact of business in a global environment.

Elements of the performance:

- discuss various reasons for businesses to “go international.”
- consider various ways that companies can take part in international business and examine the basic conditions required to get started in international business.
- explain some macroeconomic factors that affect a country’s trade picture.
- discuss the importance of international business to Canada.

10. Describe various operation management concepts and the four key production processes.

Elements of the performance:

- explain the process of planning production.
 - examine the issues that affect levels of inventory and approaches to inventory management.
 - discuss the management of the various inputs and outputs to the production process.
 - examine the focus on quality in operations management.
11. Outline basic information including financial statements and explain the management of the firm's finances.

Elements of the performance:

- explain what accounting is and who uses accounting information.
- explain the need for accounting standards and the role of the accounting profession in enforcing those standards.
- describe the accounting equation and the use of accounts.
- describe how ratio analysis is used in making decisions regarding a business.
- explain the importance of cash budgeting.
- describe the key ingredients of a financial plan.
- outline the major areas of operations that require funding and distinguish between debt and equity financing.
- list the most common sources of short- and long-term funds.
- examine the advantages and risks of leverage.

These learning outcomes will constitute 33% of the course's grade.

III. TOPICS:

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

1. Business and the Canadian Economic System
2. Forms of Business Ownership
3. Entrepreneurship in Small Business
4. The Social Responsibility of Business
5. The Management Process
6. Organizational Structure
7. Why People Work
8. Human Resource Management
9. Business in a Global Environment
10. Operations Management
11. Accounting
12. Managing the Firm's Finances

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Canadian Business A Contemporary Perspective, by Steven H. Appelbaum and M. Dale Beckman. Harcourt Brace & Company, 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.

If a student is not able to write a test because of illness or a legitimate

emergency, that student must contact the teacher **prior to the test** and provide an explanation which is acceptable to the professor (medical certificate or other appropriate proof may be required). In cases where the student has contacted the teacher and where the reason is not classified as an emergency, i.e. slept in, forgot, etc., the highest achievable grade is a "C". In cases where the student has not contacted the teacher, the student will receive a mark of "0" on that test.

SUMMARY OF MARKING SCHEME

Test #1	33%
Test #2	33%
Test #3	34%

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 or 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.	

COURSE NAME

COURSE CODE

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, 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.

BUSINESS TODAY
COURSE NAME

12

BUS105
COURSE CODE

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.

