

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: INTRODUCTION TO BUSINESS

CODE NO.: BUS100 SEMESTER: TWO

PROGRAM: GENERAL ARTS AND SCIENCE

AUTHOR: GARY F. MONTEITH

DATE: JANUARY, 1995

PREVIOUS OUTLINE DATED: JANUARY, 1994

New: _____ Revision: X

APPROVED: *Rene M. Cassin*
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

94/12/86
DATE

INTRODUCTION TO BUSINESS

BUS100

COURSE NAME

COURSE CODE

PHILOSOPHY/GOALS:

This course is designed to introduce students to the modern world of business. Although Canadian Business will be emphasized, students will also acquire the knowledge and skills related to the Globalization of Business. Upon completion of this course, students will have knowledge of the contemporary business world; how managers function in managing human resources, marketing, finance and how challenges of the future may be addressed.

COURSE OBJECTIVES:

Upon completion of this course, the student will be able to:

1. Discuss in business and economic terms the role of business in various economic systems.
2. Identify and explain the Management Process (what managers actually do) from the beginning entrepreneur to the large corporate culture.
3. Outline opportunities for Management following a thorough understanding of Managing, Human Resources, Marketing, and Finance.
4. Explain the structure of the Government of Canada and how all levels of government impact on business decision-making.
5. Articulate the role of trade in the Canadian Economy and strategies for Canadian businesses to meet future trade challenges as well as overcoming barriers to trade.

INSTRUCTION METHOD:

Lecture-discussions will cover the course outline. Small study groups will be formed within the class and the case study approach will be used thereby simulating experience with a real business-type approach to problem-solving. Thus, attendance and participation will be important components in assessment as follows:

METHOD OF ASSESSMENT:

Students will be evaluated on the following basis:

3 tests (3 x 25%)	75%
Quizzes & Assignments,	15%
Participation &	
Attendance	10%
	<hr/>
	100%

TESTS:

The dates of the tests will be announced approximately one week in advance. Quizzes may or may not be announced in advance.

If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the professor before the test and provide an explanation which is acceptable to the professor. Medical certificates or other appropriate proof may be required. In cases where the student does not contact the professor, the student will receive a mark of zero. There will be no re-writes of individual tests.

The final grade will be based on the following scale:

A+	90-100%
A	80- 89%
B	70- 79%
C	60- 69%
R	under 60%

In order to successfully complete the course, a student must:

1. write all three tests
2. successfully complete two of the three tests
3. have an overall grade of 60% on all semester work
4. note: attendance and participation are both important

TEXTBOOK:

Business, First Canadian Edition, by Ricky W. Griffin, et al
Prentice-Hall Canada Inc., 1993

Related Readings:

Current newspapers and periodicals including the Globe and Mail, The Sault Star, Financial Post and other readings.

Course Outline - Weekly Schedule

Following is the planned weekly schedule of general topics to be learned. More specific objectives will be identified as sub-sets of these major areas as they course proceeds. This schedule is subject to change.

<u>WEEK</u>	<u>SUBJECT</u>	<u>REQUIRED READINGS</u>
1	Introduction & Overview Understanding the Canadian Business System	Chapter 1
2	Forms of Ownership and History of Business in Canada	Chapter 2
3	Business Trends and Challenges Change in Government - Labour Consumers, the 1990s	Chapter 3
4	Business Ethics, Law and Social Responsibility	Chapter 4
5	What Managers Actually Do - Skills, Kinds of Managers, Culture & Management Styles	Chapter 5
	TEST	
6	Planning, Organizing, Responsi- bility and Authority, Informal Organization	Chapter 6
7	Small Business, Challenges for the Entrepreneur, The Business Plan, and assistance available	Chapter 7
8	Human Resources - Employee - Job Matching, Staffing, Developing, Compensating, Discipline	Chapter 8
9	Motivating and Leading Employees - Theories, Job Satisfaction, Leadership	Chapter 9

INTRODUCTION TO BUSINESS

BUS100

<u>WEEK</u>	<u>SUBJECT</u>	<u>REQUIRED READINGS</u>
10	Organized Labour - Development of, Organizing Strategy - Collective Bargaining, Challenges present and future TEST #2	Chapter 10
11	Marketing and Consumer Behaviour - Concepts, the Marketing Mix, Target Marketing- Elements of Consumer Behaviour International Marketing	Chapter 14 & selected readings - chapters
12	Understanding Money & Banking - The Money Supply, the 4 Pillars of the Canadian Financial System- The Role of the Bank of Canada	Chapter 18
13	Security Markets, Stocks, Bonds, Other Investments, Buying and Selling Regulations	Chapter 20
14/15	Meeting Business Challenges - Managing Business Government Relations and The Challenges of International Trade	Chapters 21/22
16	REVIEW AND FINAL TEST	