

Sault College of Applied Arts and Technology  
Sault Ste. Marie, Ontario  
Course Outline

Course Title: Business Today  
Code No.: Bus 105  
Program: Engineering Technology  
Author: A. Gooderham  
Date: Jan. 4, 1996      Previous Outline Date: Sept. 1995

Approved: Co-ordinator \_\_\_\_\_ Date \_\_\_\_\_

Dean LP Crozeth Date 96-01-20

BUSINESS TODAY

COURSE NAME

COURSE CODE

1. PHILOSOPHY/GOALS

This course provides 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.

2. OBJECTIVES

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

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. Discuss the importance of marketing and related marketing terminology.
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.
9. Discuss government involvement in the Canadian economy - both historically and present day.

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3. TOPICS TO BE COVERED

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 the course proceeds. This schedule is subject to change.

WEEK	SUBJECT	REQUIRED READINGS
1.	Business and the Canadian Economic System	Bus
2.	Forms of Business Ownership	Own
3.	Entrepreneurship in Small Business	Ent
4.	Test #1 Social Responsibility of Business	Soc
5.	The Management Process	Mgt
6.	Organizational Structure	Org
7.	Why People Work	Peo
8.	Test #2 Human Resource Management	Hrm
9.	Business in a Global Environment	Glo
10.	Information in the Electronic Age	Inf
11.	Test #3 Operations Management	Op
12.	Marketing: Bridging the gap between Producer and Consumer	Mkt
13.	Accounting	Acc
14 & 15.	Managing the Firm's Finances	Fin
16.	Review ( Distribution possibly ) Test #4	Dis

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V. Evaluation Methods

Grading System:

A+ = 90 - 100%    A = 80 - 89%    B = 70 - 79%    C = 55 - 69%  
R = REPEAT

Tests    4 x 25% each

Total    100%

**Notes:** If a student misses a test He/She must have a valid reason (ie. medical or family emergency ). In addition the school must be notified before the scheduled test sitting. The student should contact the instructor involved. If the instructor cannot be reached a message must be left on the instructor's voice mail, or with the Dean's office, or the college switchboard. If this procedure is not followed the student will receive a mark of zero on the test with no rewrite option.

Students will be given advance notice of test dates ( 1 week minimum ) but quizzes worth a maximum of 5% may be given without notice. There will be no rewrites for students missing quizzes without prior notice and valid reasons as outlined above.

VI. Required Student Resources

**Text: Canadian Business: A Contemporary Perspective,**  
By Appelbaum & Beckman. Dryden Publications

VII. Additional Resource Materials Available In The College  
or Public Libraries:

Journals:        - H.R. Magazine  
                  - Training and Development Journal  
                  - Canadian Business  
Publications: - Financial Post, Toronto Star, Sault Star  
                  And others

VIII. Special Needs

Students requiring special assistance due to special needs should contact the specific instructor in private to make arrangements.