

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON



COURSE OUTLINE

COURSE TITLE: Introduction to Business

CODE NO.: BUS 100 SEMESTER: Winter

PROGRAM: Business

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DATE: December 2000 PREVIOUS OUTLINE DATED: Dec 1999

APPROVED: _____
DEAN DATE

TOTAL CREDITS 4

PREREQUISITE(S): none

LENGTH OF COURSE: 16 weeks TOTAL CREDIT HOURS: 64

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I. COURSE DESCRIPTION: This course enables the student to acquire the knowledge

COURSE NAME

CODE NO.

required to understand the concepts utilized 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 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.

Potential 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.

Potential 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

COURSE NAME

CODE NO.

approach.

Potential 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. Apply the FOUR P's of Marketing (Product, Pricing, Promotion and Place).

Potential 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 and meeting business challenges.

Potential 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. TOPICS:

 COURSE NAME

 CODE NO.

1. Understanding the Canadian Business System
2. Setting Up Business in Canada
3. Recognizing Business Trends and Challenges
4. Understanding International Business
5. Business Ethics, Social Responsibility, and Business Law
6. Managing the Business Enterprise
7. Understanding Entrepreneurship and Small Business
8. Managing Human Resources
9. Motivating and Leading Employees
10. Understanding Labour-Management Relations
11. Understanding Marketing Processes and Consumer Behaviours
12. Understanding Money and Banking
13. Understanding Securities and Investments

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Business Second Canadian Edition, Griffin, Ebert, Starke, Prentice Hall Publishers

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.

V. 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.	

 COURSE NAME

 CODE NO.

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 & Procedures Manual - Deferred Grades and Make-up).
NR	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:

<u>Project/Test #1:</u>	Chapters 1, 2, 3	25%
<u>Project/Test #2:</u>	Chapters 4, 5, 6, 8	25%
<u>Project/Test #3:</u>	Chapters 9, 10, 11	25%
<u>Project/Test #4:</u>	Chapters 15, 20, 21	25%

VI. SPECIAL NOTES:

Missed Tests

If a student is not able to write a test because of illness, or legitimate emergency, that student **must** contact the professor **prior** to the test and provide an explanation, which is acceptable to the professor. In cases where the student has not contacted the professor, the professor will use their discretion to decide what action should be taken. **THERE WILL BE NO REWRITES OF TESTS.**

LATE ASSIGNMENTS/PROJECTS WILL NOT BE ACCEPTED.

A 10% bonus will be give to any student who has perfect attendance and has been punctual for all classes.

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments,

COURSE NAME

CODE NO.

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.

Plagiarism

Students should refer to the definition of "academic dishonesty" in *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. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course Modification

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult with the professor.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.