



COURSE OUTLINE: BCG0101 - BUSINESS CONCEPTS

Prepared: School of Business

Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

Course Code: Title	BCG0101: INTRODUCTION TO BUSINESS CONCEPTS
Program Number: Name	1120: COMMUNITY INTEGRATN
Department:	C.I.C.E.
Semesters/Terms:	19F, 20W
Course Description:	In this course, students will be introduced to business in Canada, focusing on introductory topics for those interested in employment in a business management role. Topics of study will include the relationships between the areas of finance, human resources, marketing, and operations within an organization, business ethics and social responsibility, management concepts and practices, and an exploration of the entrepreneurial spirit.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Essential Employability Skills (EES) addressed in this course:	<p>EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p>
General Education Themes:	Social and Cultural Understanding
Course Evaluation:	Passing Grade: 50%, D
Books and Required Resources:	Essentials of Contemporary Management by Jones, George, Haddad Publisher: McGraw-Hill Publishing Edition: 5th Canadian ISBN: 978-1259088780
Course Outcomes and Learning Objectives:	Upon successful completion of this course, the CICE student, with the assistance of a Learning Specialist will acquire varying levels of skill development relevant to the following learning



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outcomes:

Course Outcome 1	Learning Objectives for Course Outcome 1
Describe the role of management and distinguish between traditional and new management concepts.	Define management and discuss the roles of management at different levels of the organization (i.e. upper management, middle managers, front-line management, team leaders). Explain the history of management and the evolution of management from traditional to current and emerging management concepts.
Course Outcome 2	Learning Objectives for Course Outcome 2
Identify the impact of current and historical political changes and trends on business opportunities.	Identify geographical and cultural factors and their impact on business opportunities. Describe the role Canadian business and international institutions play in supporting international business opportunities. Explore the impact of globalization on business and management. Discuss the impact of major international trade agreements on business. Explore the challenges of managing information in a global business environment.
Course Outcome 3	Learning Objectives for Course Outcome 3
Explain the impact of corporate social responsibility, corporate sustainability, and ethics on an organization's business initiatives.	Explain how individual and societal concerns or issues relevant to environmental related-projects can have an impact on business. Explain the importance of integrating corporate sustainability, corporate governance, and social responsibility principles in the decision-making process. Describe the impact of environmental and ethical issues (e.g. public safety, disposal of waste, false advertising, bribery, conflict of interest and corruption) on an organization's operations. Explain how corporate social responsibility reflect the indigenous world view in the context of local and regional communities. Describe the impact of Aboriginal community partnerships on business opportunities. Explain how to develop successful relationships with local and regional Aboriginal organizations.
Course Outcome 4	Learning Objectives for Course Outcome 4
Discuss the importance of organizational strategy.	Describe the relationship between organizational strategy and competitive advantage. Describe the relationship between organizational strategy, marketing strategy, and operational strategy. Explain the strategy-making process. Discuss different levels of strategy and how to plan for meeting organizational goals.
Course Outcome 5	Learning Objectives for Course Outcome 5
Explore the challenges managers face in planning and decision making.	Describe the benefits and challenges of planning. Discuss the steps to creating a realistic goal and the role of planning in achieving organizational goals.



	Explain the concept of rational decision-making.
Course Outcome 6	Learning Objectives for Course Outcome 6
Outline the functional areas of a business and their interrelationships.	Describe how the main functions of a business are inter-related (e.g. Human Resources, Operations, Accounting, Finance, Marketing and Sales). Discuss the importance of effective communication in the successful operation of a business. Describe the role of supply chain management, logistics, and inventory strategies in supporting operation requirements. Outline the importance of quality control and quality assurance systems and programs. Compare and contrast managing service and manufacturing operations.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	40%
Tests	60%

CICE Modifications:

Preparation and Participation

1. A Learning Specialist will attend class with the student(s) to assist with inclusion in the class and to take notes.
2. Students will receive support in and outside of the classroom (i.e. tutoring, assistance with homework and assignments, preparation for exams, tests and quizzes.)
3. Study notes will be geared to test content and style which will match with modified learning outcomes.
4. Although the Learning Specialist may not attend all classes with the student(s), support will always be available. When the Learning Specialist does attend classes he/she will remain as inconspicuous as possible.

A. Further modifications may be required as needed as the semester progresses based on individual student(s) abilities and must be discussed with and agreed upon by the instructor.

B. Tests may be modified in the following ways:

1. Tests, which require essay answers, may be modified to short answers.
2. Short answer questions may be changed to multiple choice or the question may be simplified so the answer will reflect a basic understanding.
3. Tests, which use fill in the blank format, may be modified to include a few choices for each question, or a list of choices for all questions. This will allow the student to match or use visual clues.
4. Tests in the T/F or multiple choice format may be modified by rewording or clarifying statements into layman's or simplified terms. Multiple choice questions may have a reduced number of choices.

C. Tests will be written in CICE office with assistance from a Learning Specialist.

The Learning Specialist may:

1. Read the test question to the student.
2. Paraphrase the test question without revealing any key words or definitions.
3. Transcribe the student's verbal answer.

4. Test length may be reduced and time allowed to complete test may be increased.

D. Assignments may be modified in the following ways:

1. Assignments may be modified by reducing the amount of information required while maintaining general concepts.
2. Some assignments may be eliminated depending on the number of assignments required in the particular course.

The Learning Specialist may:

1. Use a question/answer format instead of essay/research format
2. Propose a reduction in the number of references required for an assignment
3. Assist with groups to ensure that student comprehends his/her role within the group
4. Require an extension on due dates due to the fact that some students may require additional time to process information
5. Formally summarize articles and assigned readings to isolate main points for the student
6. Use questioning techniques and paraphrasing to assist in student comprehension of an assignment

E. Evaluation:

Is reflective of modified learning outcomes.

NOTE: Due to the possibility of documented medical issues, CICE students may require alternate methods of evaluation to be able to acquire and demonstrate the modified learning outcomes

Date:

July 14, 2019

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

