

I. COURSE DESCRIPTION:

INTRODUCTION TO BUSINESS CONCEPTS (BCG0101)

In this course, CICE students, with assistance from a Learning Specialist, 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.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the CICE student, with the assistance from a Learning Specialist, will demonstrate the basic ability to:

1. Describe the role of management and distinguish between traditional and new management concepts:

Potential Elements of the Performance

1.1 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]

1.2 Explain the history of management and the evolution of management from traditional to current and emerging management concepts

2. Identify the impact of current and historical political changes and trends on business opportunities:

Potential Elements of the Performance:

2.2 Identify geographical and cultural factors and their impact on business opportunities

2.3 Describe the role Canadian business and international institutions play in supporting international business opportunities

. 2.4 Explore the impact of globalization on business and management

. 2.5 Discuss the impact of major international trade agreements on business

. 2.6 Explore the challenges of managing information in a global business environment

3. Explain the impact of corporate social responsibility, corporate sustainability, and ethics on an organization's business initiatives:

Potential Elements of the Performance:

3.1 Explain how individual and societal concerns or issues relevant to environmental related-projects can have an impact on business

3.2 Explain the importance of integrating corporate sustainability, corporate governance, and social responsibility principles in the decision-making process

- 3.3 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
- 3.4 Explain the importance of adhering to company policies, procedures, principles, and practices.
- 3.5 Explain how corporate social responsibility reflect the indigenous world view in the context of local and regional communities
- 3.6 Describe the impact of Aboriginal community partnerships on business opportunities
- 3.7 Explain how to develop successful relationships with local and regional Aboriginal organizations

4. Discuss the importance of organizational strategy:
Potential Elements of the Performance:

- 4.1 Describe the relationship between organizational strategy and competitive advantage
- 4.2 Describe the relationship between organizational strategy, marketing strategy, and operational strategy
- 4.3 Explain the strategy-making process
- 4.4 Discuss different levels of strategy and how to plan for meeting organizational goals

5 Explore the challenges managers face in planning and decision making:
Potential Elements of the Performance:

- 5.1 Describe the benefits and challenges of planning
- 5.2 Discuss the steps to creating a realistic goal and the role of planning in achieving organizational goals
- 5.3 Explain the concept of rational decision-making

6 Outline the functional areas of a business and their inter-relationships:
Potential Elements of the Performance:

- 6.1 Describe how the main functions of a business are inter-related [e.g. Human Resources, Operations, Accounting, Finance, Marketing and Sales]
- 6.2 Discuss the importance of effective communication in the successful operation of a business
- 6.3 Describe the role of supply chain management, logistics, and inventory strategies in supporting operation requirements
- 6.4 Outline the importance of quality control and quality assurance systems and programs
- 6.5 Compare and contrast managing service and manufacturing operation

III. TOPICS:

- 1. Management
- 2. Planning
- 3. Organizing
- 4. Controlling

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

'Essentials of Contemporary Management' 5th Canadian Edition. Jones, George, Haddad. McGraw-Hill Publishing.
ISBN: 978-125908878-0

V. EVALUATION PROCESS/GRADING SYSTEM:

Tests (2-4) 60%
Assignments (2-4) 40%

The following semester grades will be assigned to students:

Grade

Definition	Grade Point Equivalent
A+	90 – 100% 4.00
A	80 – 89%
B	70 - 79% 3.00
C	60 - 69% 2.00
D	50 – 59% 1.00
F (Fail)	49.9% and below 0.00

CR (Credit) Credit for diploma requirements has been awarded.

S Satisfactory achievement in field /clinical placement or non-graded subject area.

U Unsatisfactory achievement in field/clinical placement or non-graded subject area.

X A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.

NR Grade not reported to Registrar's office.

W Student has withdrawn from the course without academic penalty.

If a faculty member determines that a student is at risk of not being academically successful, the faculty member may confidentially provide that student's name to Student Services in an effort to help with the student's success. Students wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member.

VI. SPECIAL NOTES:

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

VII. COURSE OUTLINE ADDENDUM:

1. The provisions contained in the addendum located in D2L and on the portal form part of this course outline.

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

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. 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.

B. 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.

C. 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

D. Evaluation:

Is reflective of modified learning outcomes.