



COURSE OUTLINE: BCG101 - BUSINESS CONCEPTS

Prepared: School of Business

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

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| Course Code: Title | BCG101: INTRODUCTION TO BUSINESS CONCEPTS |
| Program Number: Name | 2035: BUSINESS 2037: BUSINESS FUNDAMENTAL 2050: BUSINESS -ACCOUNTING |
| Department: | BUSINESS/ACCOUNTING PROGRAMS |
| Semesters/Terms: | 21F, 22W |
| 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. |
| Substitutes: | BUS100, OEL1201 |
| Vocational Learning Outcomes (VLO's) addressed in this course: | 2035 - BUSINESS |
| Please refer to program web page for a complete listing of program outcomes where applicable. | VLO 2 Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives. |
| | VLO 3 Use current concepts/systems and technologies to support an organization's business initiatives. |
| | VLO 4 Apply basic research skills to support business decision making. |
| | VLO 5 Support the planning, implementation and monitoring of projects. |
| | VLO 7 Explain the role of the human resource function and its impact on an organization. |
| Essential Employability Skills (EES) addressed in this course: | 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. |
| | EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. |
| | EES 5 Use a variety of thinking skills to anticipate and solve problems. |
| | EES 6 Locate, select, organize, and document information using appropriate technology and information systems. |
| | EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. |
| | EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of |

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2021-2022 academic year.



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- others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

General Education Themes: Social and Cultural Understanding

Course Evaluation: Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Books and Required Resources: Essentials of Contemporary Management by Jones, George, Haddad
 Publisher: McGraw-Hill Publishing Edition: 6th
 ISBN: 9781259654961

Course Outcomes and Learning Objectives:

| Course Outcome 1 | Learning Objectives for Course Outcome 1 |
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| 1. Describe the role of management and distinguish between traditional and new management concepts. | 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. |
| Course Outcome 2 | Learning Objectives for Course Outcome 2 |
| 2. Identify the impact of current and historical political changes and trends on business opportunities. | 2.1 Identify geographical and cultural factors and their impact on business opportunities. 2.2 Describe the role Canadian business and international institutions play in supporting international business opportunities. 2.3 Explore the impact of globalization on business and management. 2.4 Discuss the impact of major international trade agreements on business. 2.5 Explore the challenges of managing information in a global business environment. |
| Course Outcome 3 | Learning Objectives for Course Outcome 3 |
| 3. Explain the impact of corporate social responsibility, corporate sustainability, and ethics on an organization`s business initiatives. | 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 how corporate social responsibility reflect the |

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| | <p>indigenous world view in the context of local and regional communities.</p> <p>3.5 Describe the impact of Aboriginal community partnerships on business opportunities.</p> <p>3.6 Explain how to develop successful relationships with local and regional Aboriginal organizations.</p> |
| Course Outcome 4 | Learning Objectives for Course Outcome 4 |
| 4. Discuss the importance of organizational strategy. | <p>4.1 Describe the relationship between organizational strategy and competitive advantage.</p> <p>4.2 Describe the relationship between organizational strategy, marketing strategy, and operational strategy.</p> <p>4.3 Explain the strategy-making process.</p> <p>4.4 Discuss different levels of strategy and how to plan for meeting organizational goals.</p> |
| Course Outcome 5 | Learning Objectives for Course Outcome 5 |
| 5.1 Explore the challenges managers face in planning and decision-making. | <p>5.1 Describe the benefits and challenges of planning.</p> <p>5.2 Discuss the steps to creating a realistic goal and the role of planning in achieving organizational goals.</p> <p>5.3 Explain the concept of rational decision-making.</p> |
| Course Outcome 6 | Learning Objectives for Course Outcome 6 |
| 6. Outline the functional areas of a business and their interrelationships. | <p>6.1 Describe how the main functions of a business are interrelated (e.g. Human Resources, Operations, Accounting, Finance, Marketing and Sales).</p> <p>6.2 Discuss the importance of effective communication in the successful operation of a business.</p> <p>6.3 Describe the role of supply chain management, logistics, and inventory strategies in supporting operation requirements.</p> <p>6.4 Outline the importance of quality control and quality assurance systems and programs.</p> <p>6.5 Compare and contrast managing service and manufacturing operations.</p> |

Evaluation Process and Grading System:

| Evaluation Type | Evaluation Weight |
|-----------------|-------------------|
| Assignment 1 | 20% |
| Assignment 2 | 20% |
| Test 1 | 20% |
| Test 2 | 20% |
| Test 3 | 20% |

Date:

July 28, 2021

Addendum:

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

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