



COURSE OUTLINE: BCG101 - BUSINESS CONCEPTS

Prepared: School of Business

Approved: Martha Irwin, Dean, Business and Information Technology

Course Code: Title	BCG101: INTRODUCTION TO BUSINESS CONCEPTS
Program Number: Name	2035: BUSINESS 2037: BUSINESS FUNDAMENTAL 2041: BUSINESS - H.R. 2050: BUSINESS -ACCOUNTING 2057: BUSINESS - MARKETING 2073: SPORTS ADMIN.
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2024-2025
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:	42
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:	<p>2035 - BUSINESS</p> <p>VLO 2 Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.</p> <p>VLO 3 Use current concepts/systems and technologies to support an organization`s business initiatives.</p> <p>VLO 4 Apply basic research skills to support business decision making.</p> <p>VLO 5 Support the planning, implementation and monitoring of projects.</p> <p>VLO 7 Explain the role of the human resource function and its impact on an organization.</p> <p>2037 - BUSINESS FUNDAMENTAL</p> <p>VLO 1 Identify factors that have an impact on an organization`s business opportunities.</p> <p>VLO 2 Explain the impact of corporate sustainability, corporate social responsibility and ethics on an organization`s business initiatives.</p> <p>VLO 3 Use current technologies to support an organization`s business initiatives.</p> <p>VLO 4 Apply basic research skills to support business decision making.</p>
Please refer to program web page for a complete listing of program outcomes where applicable.	



- VLO 6 Describe marketing and sales concepts used to support the operations of an organization.
- VLO 7 Develop strategies for ongoing personal and professional development to enhance work performance.
- VLO 8 Outline the functional areas of a business and their inter-relationships.

2041 - BUSINESS - H.R.

- VLO 4 contribute to an organization's success through effective employee relations
- VLO 5 assist with the administration and communication of the organization's total compensation plan
- VLO 8 implement organizational development* strategies aimed at promoting organizational effectiveness
- VLO 9 communicate human resources information accurately and credibly in oral, written, and graphic form
- VLO 10 plan and act on personal professional development plans to achieve ongoing competence in human resources professional practice

2050 - BUSINESS -ACCOUNTING

- VLO 3 Contribute to recurring decision-making by applying fundamental management accounting concepts.
- VLO 6 Analyze, within a Canadian context, the impact of economic variables, legislation, ethics, technological advances and the environment on an organization's operations.
- VLO 7 Outline the elements of an organization's internal control system and risk management.
- VLO 8 Contribute to recurring decision-making by applying fundamental financial management concepts.

2057 - BUSINESS - MARKETING

- VLO 3 contribute to the development of new and/or modified marketing concepts, products*, goods, and/or services that respond to market needs
- VLO 4 contribute to the development of strategies for the efficient and effective placement/distribution of a product*, good, and/or service to respond to an evolving market
- VLO 5 contribute to the development of strategies related to pricing for a product, good and/or service
- VLO 8 communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats
- VLO 11 develop learning and development strategies to enhance professional growth in the field
- VLO 12 apply entrepreneurial strategies to identify and respond to new career opportunities that might include contract employment, and self-employment initiatives
- VLO 13 operate within a framework of organizational policies and practices, when conducting business of the organization



2073 - SPORTS ADMIN.

- VLO 2 Develop, analyze and implement marketing strategies for products, programs, events, services and facilities related to sporting organizations or events.
- VLO 3 Develop business strategies for sports organizations which take into account the current political and economic environment to maintain currency in the industry while considering historical context.
- VLO 4 Comply with relevant statutes, regulations, safety and accessibility standards, and business practices.
- VLO 5 Apply leadership strategies and best practices to effectively manage personnel and accomplish organizational goals.
- VLO 6 Employ current and relevant financial management strategies to support the operations of a sport organization or event.
- VLO 8 Plan, organize and deliver sport projects, tournaments, programs or community events that respond to needs, interests and abilities, engage participants, and promote health and wellness.
- VLO 9 Apply administrative, communication and customer service skills to support the delivery of sport and recreation programs, events, and services according to industry standards.
- VLO 10 Develop strategies for ongoing personal and professional development as a sport and recreation professional to contribute to a positive work environment.

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 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: 7th
ISBN: 9781260881493



Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 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 (e.g., 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
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
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 indigenous world view in the context of local and regional communities. 3.5 Describe the impact of Indigenous community partnerships on business opportunities. 3.6 Explain how to develop successful relationships with local and regional Indigenous and First Nations organizations.
Course Outcome 4	Learning Objectives for Course Outcome 4
Discuss the importance of organizational strategy.	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.
Course Outcome 5	Learning Objectives for Course Outcome 5
Explore the challenges	5.1 Describe the benefits and challenges of planning.



	managers face in planning and decision-making.	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.
	Course Outcome 6	Learning Objectives for Course Outcome 6
	Outline the functional areas of a business and their interrelationships.	6.1 Describe how the main functions of a business are interrelated (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 operations.
Evaluation Process and Grading System:	Evaluation Type	Evaluation Weight
	Assignment 1	20%
	Assignment 2	20%
	Assignment 3	20%
	Test 1	20%
	Test 2	20%
Date:	June 14, 2024	
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.	