



COURSE OUTLINE

BCG101

1

Prepared: School of Business Approved: Sherri Smith

Course Code: Title	BCG101: INTRODUCTION TO BUSINESS CONCEPTS		
Program Number: Name	2035: BUSINESS		
Department:	BUSINESS/ACCOUNTING PROGRAMS		
Semester/Term:	17F		
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		
Substitutes:	BUS100, OEL1201		
Essential Employability Skills (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. #2. Respond to written, spoken, or visual messages in a manner that ensures effective communication. #5. Use a variety of thinking skills to anticipate and solve problems. #6. Locate, select, organize, and document information using appropriate technology and information systems. #7. Analyze, evaluate, and apply relevant information from a variety of sources. #8. Show respect for the diverse opinions, values, belief systems, and contributions of others. #9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. #10. Manage the use of time and other resources to complete projects. #11. Take responsibility for ones own actions, decisions, and consequences.		
General Education Themes:	Social and Cultural Understanding		
Course Evaluation:	Passing Grade: 50%, D		
Evaluation Process and	<table><tr><th>Evaluation Type</th><th>Evaluation Weight</th></tr></table>	Evaluation Type	Evaluation Weight
Evaluation Type	Evaluation Weight		



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Grading System:

Assignments	40%
Tests	60%

Books and Required Resources:

Essentials of Contemporary Management by Jones, George, Haddad
Publisher: McGraw-Hill Publishing Edition: 5 (Canadian)
ISBN: 978-1259088780

Course Outcomes and Learning Objectives:

Course Outcome 1.

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

Learning Objectives 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).
- Explain the history of management and the evolution of management from traditional to current and emerging management concepts.

Course Outcome 2.

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

Learning Objectives 2.

- 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.



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3

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

Learning Objectives 3.

- 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.

Discuss the importance of organizational strategy.

Learning Objectives 4.

- 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.

Explore the challenges managers face in planning and decision-making.

Learning Objectives 5.



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4

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- 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.

Outline the functional areas of a business and their interrelationships.

Learning Objectives 6.

- Describe how the main functions of a business are interrelated (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.

Date:

Thursday, August 31, 2017

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