

A: Division: **INSTRUCTIONAL** Date: **JUNE 1996**
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course:
 Program: **BUSINESS** Revision of Course Information form: **MAY 1994**

C: BUSN 200 D: FUNDAMENTALS OF BUSINESS E: 3
 Subject & Course No. Descriptive Title Semester Credit

| | |
|---|---|
| <p>F: Calendar Description: This course provides a broad overview of the Canadian business system -- how it functions, and how it relates to specific areas such as marketing, production and finance. The course provides a specific insight into actual business operations and some of the major areas of concern regarding the role of business in society.</p> | <p>Summary of Revisions: 1996-06 Section N</p> |
|---|---|

G: Type of instruction: Hrs per week

| | | |
|----------------------------|----|------|
| Lecture: | 2 | Hrs. |
| Laboratory: | | Hrs. |
| Seminar: | 2 | Hrs. |
| Clinical Experience: | | Hrs. |
| Field Experience: | | Hrs. |
| Practicum: | | Hrs. |
| Shop: | | Hrs. |
| Studio: | | Hrs. |
| Student Directed Learning: | | Hrs. |
| Other (Specify): | | |
| Total: | 4 | Hrs. |
| Semester Total (4x15wks): | 60 | Hrs. |

H: Course Prerequisites:
Academic Math 11

I: Course Corequisites:
nil

J: Course for which this Course is a Prerequisite:
nil

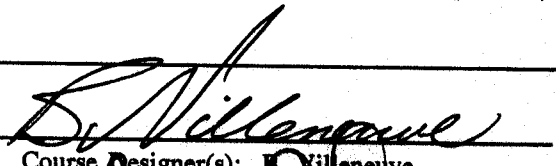
K: Maximum Class Size:
35

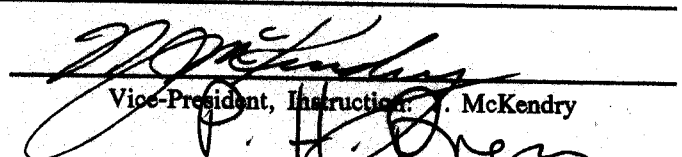
L: College Credit Transfer X
 College Credit Non-Transfer
 Non-Credit

M: Transfer Credit: Requested:
 Granted: X

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU **ADMN (3)**
 SFU **Business (3)**
 UBC
 UNBC
 UVIC **COMM 100 level (1.5)**
 Other:


 Course Designer(s): **B. Villeneuve**
 Dean: **J. Sator**


 Vice-President, Instruction: **J. McKendry**
 Registrar: **P. Angus**

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Appelbaum, Steven H. and M. Dale Beckman. Canadian Business, Latest Ed. Toronto: Harcourt Brace & Company, Canada, 1994.

OR

Nickels, W.G., J.M. James, S.M. McHugh and P.D. Berman. Understanding Canadian Business, Latest Ed. Richard Irwin Inc.

O. COURSE OBJECTIVES

The student will be able to:

1. examine the Canadian business system and its environment including the forms of business ownership and societal issues;
2. analyze the role of managers and their importance to the effective operation of any organization;
3. analyze the four functional areas of business: production, marketing, finance and personnel -- focusing on the major responsibilities of management;
4. examine the position of business in the broader context of society;
5. be able to identify some of the increasingly rapid changes that may be expected in our society.

P. COURSE CONTENT

1. Business and its environment
 - . The foundations of business
 - . Societal issues and business
 - . Forms of business ownership
 - . Small business and franchising
2. Organization and management of the enterprise
 - . Introduction to management
 - . The role of organization

3. Management of human resources

- . Human relations in management
- . Personnel: managing human resources
- . Labour-management relations

4. Marketing management

- . Marketing: providing for consumer needs
- . Marketing channels: wholesaling, retailing, and physical distribution
- . Promotional strategy
- . Prices and pricing strategy

5. Production and information

- . Production and operations management
- . Management information and statistics
- . The role of accounting

6. Financing the enterprise

- . Money, the banking system, and other financial institutions
- . The securities market
- . Risk management and insurance

7. Additional dimensions

- . International business
- . Business and the legal system
- . The future of business
- . Careers in business

Q. METHOD OF INSTRUCTION

Lectures, seminars and/or case discussions.

R. COURSE EVALUATION

| | |
|-----------------------------------|-------------|
| Participation/In-class Discussion | 10% |
| Semester Tests (2-4) | 40% |
| Term Paper(s) | 20% |
| Final Examination | <u>30%</u> |
| | <u>100%</u> |