



EFFECTIVE: SEPTEMBER 2002

CURRICULUM GUIDELINES

A: Division: **Instruction** Date: **November 2001**
B: Department/ **Commerce & Business Admin.** New Course Revision
 Program Area: **Business**
 If Revision, Section(s) Revised: **H**
 Date Last Revised: **1996-06: N**
1994-05:

C: BUSN 200 D: Fundamentals of Business E: 3

Subject & Course No.	Descriptive Title	Semester Credits
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.		
G: Allocation of Contact Hours to Types of Instruction/Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 2 Hrs. Seminar: 2 Hr. Total: 4 Hrs. Number of Weeks per Semester: 15 Weeks X 4 Hrs per week = 60 Hrs.	H: Course Prerequisites: Academic Math 11 AND effective September 2002, English 12 with a grade of "C" or better.	
	I: Course Corequisites: nil	
	J: Course for which this Course is a Prerequisite: nil	
	K: Maximum Class Size: 35	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: Requested <input type="checkbox"/> Granted <input checked="" type="checkbox"/> SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)		

M: Course Objectives/Learning Outcomes

At the end of the course, the successful student should 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.

N: 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

O: Methods of Instruction

Lectures, seminars and/or case discussions.

P: 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.

Q: Means of Assessment

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

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

Course Designer(s): **B. Villeneuve**

Education Council/Curriculum Committee Representative

DATE: November 2001

Dean/Director: **Jim Sator**

Registrar: Trish Angus

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