

EFFECTIVE: MAY 2007 CURRICULUM GUIDELINES

A.	Division:	Education	Ef	fective Date:		May 2007		
В.	Department / Program Area:	Commerce & Business Admin. Business	Re	evision	X	New Course		
	C			Revision, Section(s)		L		
				evised: ate of Previous Revisio		March 2006		
				ate of Frevious Revision		September 2006		
C:	BUSN 1198 D: Business Exp					E: 3		
	Subject & Cou	ırse No.	Descri	ptive Title		Semester Credit	ts	
F:	Calendar Description:							
	contemporary b production and major areas of c vocabulary and	evides an introductory overview of the business world how it functions, an finance. The course provides a speci concern regarding the role of business strategies in studying business.	d how fic ins s in so	it relates to specific ar- ight into actual busines ciety. Attention is paid	eas sucl ss opera d to enh	h as marketing, tions and some of th ancing business		
-		gram students who successfully com				t credit to BUSN 12	00.	
G:	Allocation of Contact Hours to Type of Instruction / Learning Settings		H:	H: Course Prerequisites:				
	/ Learning Setti	ngs		DVST 0310 Mathem	natics ar	nd DVST 0355		
	Primary Methods of Instructional Delivery and/or Learning Settings:			Reading/Writing Into				
				Assessment, or Instructor permission				
	Lectures and Seminars		I:	Course Corequisites:				
	Number of Contact Hours: (per week / semester for each descriptor)			Nil				
	- .		J:	Course for which thi	s Cours	se is a Prerequisite		
	Lecture: Seminar:	2 Hours 2 Hours						
	Total:	4 Hours						
	Number of Weeks per Semester:		K:	Maximum Class Size	<u></u>			
	15 Weeks X 4 Hours per Week = 60 Hours			20				
	15 WCCR5 21 4 1	nours per week – ov nours		20				
L:	PLEASE INDICATE:							
	Non-Cred	Non-Credit College Credit Non-Transfer						
	College C							
	X College Credit Transfer:							
	SEE BC TRAN	SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)						

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student through the use of the "Means of Assessment" as identified in Section Q will demonstrate:

- 1. a basic understanding of the Canadian business system, and its environment, including forms of business ownership and existing and emerging societal issues
- 2. an understanding of the role of managers in the four functional areas of business: production, marketing, finance and personnel
- 3. an enhanced knowledge of the vocabulary of business
- 4. the ability to produce written and oral business communications

N: Course Content:

INTRODUCING THE CONTEMPORARY BUSINESS WORLD

The Canadian Business System

The Environment of Business

Entrepreneurship, Small Business, and Business Ownership

Business Conduct including Ethics and Social Responsibility

International Business

UNDERSTANDING THE BUSINESS OF MANAGING

The Role of Managers

Managing Human Resources and Labour Relations

Motivating and Leading Employees

Producing Goods and Services

Marketing Processes and Consumer Behaviour

Marketing Mix: Product, Price, Place and Promotion

MANAGING FINANCIAL ISSUES

Accounting and Information Systems

Money, Banking, and Securities Markets

Financial Management

O: Methods of Instruction

Lectures, seminars and/or case discussions utilizing "Strategies for Teaching Business in the Linguistically and Culturally Diverse Classroom" where appropriate.

P: Textbooks and Materials to be Purchased by Students to be chosen by instructor from:

Griffin, Ricky W; Ebert, Ronald J; and Starke, Frederick A. <u>Business</u>, Latest Canadian Edition, Toronto Pearson Education Canada.

or

Griffin, Ricky W; Ebert, Ronald J; and Starke, Frederick A. <u>Business Essentials</u>, Latest Canadian Edition, Toronto Pearson Education Canada.

or

Nickels, W.G., J.M. James, S.M. McHugh, P.D. Berman and Rita Cossa. <u>Understanding Canadian Business</u>, Latest Ed. McGraw Hill.

Latest Edition of the <u>Survival Guide for Business</u> or other appropriate <u>Learning Guide</u>.

O: Means of Assessment

Written assignments	5-15 %
Test(s) and/or quizzes	30-45 %
Written research report	10-20 %
Participation	0- 10%
Final examination	30 %
	100 %

Date of Revised Course: September 2006

R:	Prior Learning Assessment and Recognition: specify whether course is open for PLAR					
	No					
Course Designer(s): Dennis McKintuck and Laurel Donaldson		Education Council / Curriculum Committee Representative				
Dean /	Director: Rosilyn G. Coulson	Registrar: Trish Angus				

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