

M:	<p>Course Objectives / Learning Outcomes</p> <p>At the end of the course, the successful student through the use of the “Means of Assessment” as identified in Section Q will demonstrate:</p> <ol style="list-style-type: none"> 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:	<p>Course Content:</p> <p>INTRODUCING THE CONTEMPORARY BUSINESS WORLD</p> <p>The Canadian Business System The Environment of Business Entrepreneurship, Small Business, and Business Ownership Business Conduct including Ethics and Social Responsibility International Business</p> <p>UNDERSTANDING THE BUSINESS OF MANAGING</p> <p>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</p> <p>MANAGING FINANCIAL ISSUES</p> <p>Accounting and Information Systems Money, Banking, and Securities Markets Financial Management</p>												
O:	<p>Methods of Instruction</p> <p>Lectures, seminars and/or case discussions utilizing “Strategies for Teaching Business in the Linguistically and Culturally Diverse Classroom” where appropriate.</p>												
P:	<p>Textbooks and Materials to be Purchased by Students to be chosen by instructor from:</p> <p>Griffin, Ricky W; Ebert, Ronald J; and Starke, Frederick A. <u>Business</u>, Latest Canadian Edition, Toronto Pearson Education Canada.</p> <p>or</p> <p>Griffin, Ricky W; Ebert, Ronald J; and Starke, Frederick A. <u>Business Essentials</u>, Latest Canadian Edition, Toronto Pearson Education Canada.</p> <p>or</p> <p>Nickels, W.G., J.M. James, S.M. McHugh , P.D. Berman and Rita Cossa. <u>Understanding Canadian Business</u>, Latest Ed. McGraw Hill.</p> <p>Latest Edition of the <u>Survival Guide for Business</u> or other appropriate <u>Learning Guide</u>.</p>												
Q:	<p>Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Written assignments</td> <td style="text-align: right; padding: 2px;">5-15 %</td> </tr> <tr> <td style="padding: 2px;">Test(s) and/or quizzes</td> <td style="text-align: right; padding: 2px;">30-45 %</td> </tr> <tr> <td style="padding: 2px;">Written research report</td> <td style="text-align: right; padding: 2px;">10-20 %</td> </tr> <tr> <td style="padding: 2px;">Participation</td> <td style="text-align: right; padding: 2px;">0- 10%</td> </tr> <tr> <td style="padding: 2px;">Final examination</td> <td style="text-align: right; padding: 2px;"><u>30 %</u></td> </tr> <tr> <td></td> <td style="text-align: right; padding: 2px;">100 %</td> </tr> </table>	Written assignments	5-15 %	Test(s) and/or quizzes	30-45 %	Written research report	10-20 %	Participation	0- 10%	Final examination	<u>30 %</u>		100 %
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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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