Course Information

A: Division: INSTRUCTIONAL
B: Faculty: COMMERCE AND BUSINESS ADMINISTRATION
Program: BUSINESS

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

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.

Summary of Revisions:
1996-06 Section N

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: X
Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU
SFU
UBC
UNBC
UVIC
COMM 100 level (1.5)
Other:

Course Designer(s): B. Willeneve
Dean: J. Sator

Vice-President, Instruction: J. McKendry
Registrar: P. Angus
N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS


OR


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 30%
   100%