

# Course Information

B: Faculty: COMMERCE AND BUSINESS ADMINISTRATION  Program: BUSINESS  Revision of Course Information form:  C: BUSN 200  D: FUNDAMENTALS OF BUSINESS  E:  Subject & Course No.  Descriptive Title  So Summary of Revisions:  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: Type of instruction: Hrs per week  Lecture: 2 Hrs. Laboratory: Hrs. Seminar: 2 Hrs. Clinical Experience: Hrs. Field Experience: Hrs. Fredicum: Hrs. Shop: Hrs. Studio: Hrs. Studio: Hrs. Studio: Hrs. Studio: Hrs. Other (Specify) Total: 4 Hrs.  Semester Total (4x15wks): 60 Hrs.  College Credit Transfer Non-Credit  BCOU ADMN (3) SFU Business (3	JUNE 1996
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UNBC	
UVIC COMM 100 level (1.5) Other:	
Course Resigner(s): V. Vileneuve Vice-President, Instruction Mc	

Dean: J. Sator

## N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

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

#### OR

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

#### O. COURSE OBJECTIVES

The student will be able to:

- 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. <u>COURSE CONTENT</u>

- 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%