### CURRICULUM GUIDELINES

**A:** Division: **Instruction**  
**B:** Department/Program Area: **Commerce & Business Admin. Business**  
**Date:** November 2001  
**Revision:** X

**If Revision, Section(s) Revised:** H  
**Date Last Revised:**  
1996-06: N  
1994-05: 

<table>
<thead>
<tr>
<th>C</th>
<th>Subject &amp; Course No.</th>
<th>D</th>
<th>Descriptive Title</th>
<th>E</th>
<th>Semester Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 200</td>
<td>Fundamentals of Business</td>
<td>3</td>
<td></td>
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**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:  

Non-Credit  

College Credit Non-Transfer  

College Credit Transfer: Requested [ ] Granted X

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)
### 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.

### 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:


OR


Q: Means of Assessment

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Participation/In-class Discussion</td>
<td>10%</td>
</tr>
<tr>
<td>Semester Tests (2-4)</td>
<td>40%</td>
</tr>
<tr>
<td>Term Paper(s)</td>
<td>20%</td>
</tr>
<tr>
<td>Final Examination</td>
<td>30%</td>
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<td>100%</td>
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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