### Curricula Guidelines

**A. Division:** Instruction  
**Effective Date:** September 2004

**B. Department / Program Area:** Commerce & Business Admin. Business  
**Revision:** X New Course  
**Revised:** C  
**Date of Previous Revision:** 2002-09 H  
**Date of Current Revision:** 2004-09

<table>
<thead>
<tr>
<th>C: BUSN 1200</th>
<th>D: Fundamentals of Business</th>
<th>E: 3</th>
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</thead>
<tbody>
<tr>
<td>Subject &amp; Course No.</td>
<td>Descriptive Title</td>
<td>Semester Credits</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 Type 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 Hours
- **Seminar:** 2 Hours
- **Total:** 4 Hours

Number of Weeks per Semester:

15 Weeks X 4 Hours per Week = 60 Hours

**H: Course Prerequisites:**

Academic Math 11, and 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
- **X** College Credit Transfer:

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

N:  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.

Date: September 2004
**P:** Textbooks and Materials to be Purchased by Students


**OR**


<table>
<thead>
<tr>
<th>Q: Means of Assessment</th>
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<tbody>
<tr>
<td>Participation/In-class Discussion</td>
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<tr>
<td>Semester Tests (2-4)</td>
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<tr>
<td>Term Paper(s)</td>
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<td>Final Examination</td>
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**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No

Course Designer(s): **Bernard Villeneuve**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**

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