



# EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

<b>A.</b>	Division: <b>Instruction</b>	Effective Date:	<b>September 2004</b>
<b>B.</b>	Department / Program Area: <b>Commerce &amp; Business Admin. Business</b>	Revision	<input checked="" type="checkbox"/> New Course <input type="checkbox"/>
		If Revision, Section(s) Revised:	<b>C</b>
		Date of Previous Revision:	<b>2002-09 H</b>
		Date of Current Revision:	<b>2004-09</b>
<b>C:</b>	<b>BUSN 1200</b>	<b>D:</b>	<b>Fundamentals of Business</b>
	Subject & Course No.		Semester Credits
			<b>3</b>

<b>F:</b>	Calendar Description:  <b>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.</b>		
<b>G:</b>	Allocation of Contact Hours to Type of Instruction / Learning Settings	<b>H:</b>	Course Prerequisites:  <b>Academic Math 11, and English 12 with a grade of "C" or better.</b>
	Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>	<b>I:</b>	Course Corequisites:  <b>Nil</b>
	Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 2 Hours</b> <b>Seminar: 2 Hours</b> <b>Total: 4 Hours</b>	<b>J:</b>	Course for which this Course is a Prerequisite  <b>Nil</b>
	Number of Weeks per Semester:  <b>15 Weeks X 4 Hours per Week = 60 Hours</b>	<b>K:</b>	Maximum Class Size:  <b>35</b>
<b>L:</b>	PLEASE INDICATE:		
	<input type="checkbox"/>	Non-Credit	
	<input type="checkbox"/>	College Credit Non-Transfer	
	<input checked="" type="checkbox"/>	College Credit Transfer:	
	SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ( <a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a> )		

**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.

<p><b>P:</b> Textbooks and Materials to be Purchased by Students</p> <p>Appelbaum, Steven H. and M. Dale Beckman. <u>Canadian Business</u>, Latest Ed. Toronto: Harcourt Brace &amp; Company, Canada, 1994.</p> <p style="text-align: center;"><b>OR</b></p> <p>Nickels, W.G., J.M. James, S.M. McHugh and P.D. Berman. <u>Understanding Canadian Business</u>, Latest Ed. Richard Irwin Inc.</p>										
<p><b>Q:</b> Means of Assessment</p> <table style="margin-left: 40px;"> <tr> <td>Participation/In-class Discussion</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Semester Tests (2-4)</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Term Paper(s)</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;"><u>30%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table>	Participation/In-class Discussion	10%	Semester Tests (2-4)	40%	Term Paper(s)	20%	Final Examination	<u>30%</u>		<u>100%</u>
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	<u>100%</u>									
<p><b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p>										

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

Education Council / Curriculum Committee Representative

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

Registrar: **Trish Angus**

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Date: September 2004