



# EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

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

B. Department / Program Area: **Commerce & Business Admin. Business Administration** Revision  New Course

If Revision, Section(s) Revised: **C**

Date of Previous Revision: **2002-09 H**

Date of Current Revision: **2004-09**

C: **BUSN 1210** D: **Management Essentials** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
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<b>F:</b> Calendar Description:  <p style="text-align: center;"><b>This course will introduce the student to managerial principles, methods and skills: understanding organizational structure, planning strategy and operations, controlling and leading. Particular attention will be given to managerial decision-making in a complex society.</b></p>	
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<b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 3 Hours</b> <b>Seminar: 1 Hour</b> <b>Total: 4 Hours</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hours per Week = 60 Hours</b>	<b>H:</b> Course Prerequisites:  <p style="text-align: center;"><b>BC Principles of Math 11 and English 12 with a grade of "C" or better.</b></p> <b>I:</b> Course Corequisites:  <p style="text-align: center;"><b>Nil</b></p> <b>J:</b> Course for which this Course is a Prerequisite  <p style="text-align: center;"><b>Nil</b></p> <b>K:</b> Maximum Class Size:  <p style="text-align: center;"><b>35</b></p>
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<b>L:</b> PLEASE INDICATE:  <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer:	<p style="text-align: center;">SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a>)</p>
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**M:** Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. describe the Canadian Business environment within which management takes place;
2. define and describe the management function processes of planning, organizing, and controlling organizational work activities and how this is accomplished through effective leadership;
3. analyze roles, skill sets and key performance concepts that are essential to managerial success utilizing a range of learning techniques;
4. describe the development of management approaches that have contributed to organizational productivity;
5. analyze and solve management problems;
6. describe the importance of improving the ability of managers to acquire, comprehend, interpret, and utilize relevant knowledge through proper information management;
7. practice business report-writing and presentation skills.

**N:** Course Content:

1. Introduction to Business: definition, types, Canadian environment.
2. Information Research Skills and time management.
3. What is Management and What do Managers do?
4. Evolution of Management: early years, recent years, current trends and issues.
5. Culture and Environment.
6. Social Responsibility and Managerial Ethics.
7. Decision-Making: the decision-making process, group decision-making.
8. Planning: purposes and types of plans, the strategic management process, levels of strategy, business-level strategic frameworks, competitive strategies (Porter).
9. Organizing: defining organizational structure and design, building the vertical dimension of organizations, building the horizontal structure of organizations, the contingency approach to organizational design.
10. The Human Resource Management Process, Labour Relations.
11. Managing Change: forces of change, organizational inertia and resistance to change, techniques for managing change, contemporary issues in managing change, stimulating innovation.
12. Organizational Behaviour: explaining and predicting behaviour, attitudes, personality, perception.
13. Groups and Teams: understanding group behaviour, turning groups into effective teams, developing and managing effective teams.
14. Motivation: early theories of motivation, contemporary approaches to motivation, suggestions for motivating employees.
15. Leadership: behavioural theories, contingency theories, coaching skills.

<p>16. Communication and Interpersonal Skills: understanding communication, developing interpersonal skills (active listening, feedback, delegation, conflict management, negotiation).</p> <p>17. Controlling: the control process, types of control, qualities of an effective control system, information controls.</p> <p>18. Operations Management: transformation process, managing productivity, manufacturing and services, re-engineering, planning and controlling operations, current issues, operational planning tools.</p> <p>Note: The concepts of TQM and the Contingency Approach should be integrated throughout the content.</p>														
<p><b>O:</b> Methods of Instruction</p> <p>Lectures, seminars and case discussions.</p>														
<p><b>P:</b> Textbooks and Materials to be Purchased by Students</p> <p>Robbins, Stephen P., Mary Coulter and Robin Stuart-Kotze. <u>Management</u>, Latest Ed. Prentice Hall Canada Inc.</p> <p><u>Business Supplement</u> from Prentice Hall</p>														
<p><b>Q:</b> Means of Assessment</p> <table style="margin-left: 40px; border-collapse: collapse;"> <tr> <td style="padding-right: 20px;">Term Examinations</td> <td>20%-30%</td> </tr> <tr> <td>Final Examination</td> <td>30%</td> </tr> <tr> <td>Written Case Study(s)</td> <td>10%-20%</td> </tr> <tr> <td>Research Paper(s)</td> <td>10%-20%</td> </tr> <tr> <td>Participation</td> <td>05%-10%</td> </tr> <tr> <td>Public Presentation</td> <td><u>05%-10%</u></td> </tr> <tr> <td></td> <td style="text-align: center;"><u>100%</u></td> </tr> </table>	Term Examinations	20%-30%	Final Examination	30%	Written Case Study(s)	10%-20%	Research Paper(s)	10%-20%	Participation	05%-10%	Public Presentation	<u>05%-10%</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>None.</p>														

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Course Designer(s): **Laurel Donaldson**

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Education Council / Curriculum Committee Representative

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

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Registrar: **Trish Angus**

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**Date: September 2004**