



EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

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

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

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

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

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

C: **BUSN 4410** D: **Organizational Business Decision Making** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
F: Calendar Description: This course builds on the skills attained in Organizational Management Skills and continues with the application of the functions of management. Specific areas of decision-making will include financial management, human resource management, industrial relations, marketing management, and production and operations management.		
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: 1 Hour Seminar: 3 Hours Total: 4 Hours Number of Weeks per Semester: 15 Weeks X 4 Hours per Week = 60 Hours	H: Course Prerequisites: BUSN 3310 and English 12 with a letter grade of "C" or better or approved equivalent	
	I: Course Corequisites: Nil	
	J: Course for which this Course is a Prerequisite Nil	
	K: Maximum Class Size: 35	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)		

<p>M: Course Objectives / Learning Outcomes</p> <p>At the end of the course, the successful student should be able to:</p> <ol style="list-style-type: none"> 1. apply managerial skills in the areas of financial management, human resource management, industrial relations, marketing management, and production and operations management through the use of case studies; 2. demonstrate decision-making and problem-solving skills by analyzing situations to determine problems and opportunities, obtaining information, sorting relevant from irrelevant information, separating fact from opinion, generating and evaluating alternative courses of action, and recommending a plan of action; 3. display communicative and persuasive skills by interacting during class discussions with other students and the instructor in achieving solutions to various problems. 										
<p>N: Course Content:</p> <ol style="list-style-type: none"> 1. Introduction: a brief review of the principles of management. 2. Financial management: profitability, financial stability, liquidity, financial efficiency and growth. 3. Human resource management: analysis of personnel including recruitment, training, motivation, compensation, promotion, discipline, performance appraisal. 4. Industrial relations: union certification, union-management relations, dispute-handling mechanisms, etc. 5. Marketing management: product and service selection, pricing strategies, distribution, promotion, etc. 6. Production and operations management: basic components of a production system, key areas for management emphasis, production processes and problem diagnosis. 										
<p>O: Methods of Instruction</p> <p>Lectures, seminar presentations, and case analyses and presentations requiring extensive interaction with other students and instructor.</p>										
<p>P: Textbooks and Materials to be Purchased by Students</p> <p>Humphrey, J.A., M.R. Pearce, D.G., Burgoyne, et al. <u>An Introduction to Business Decision Making</u>, Latest Ed., Nelson Canada.</p>										
<p>Q: Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Written Cases (maximum of 3)</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Oral presentations</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Take-home exam</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Group case</td> <td style="text-align: right;"><u>25%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table>	Written Cases (maximum of 3)	30%	Oral presentations	20%	Take-home exam	25%	Group case	<u>25%</u>		<u>100%</u>
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<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p>										

Course Designer(s): **Joe Ilsever**

Education Council / Curriculum Committee Representative

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

Registrar: **Trish Angus**

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