

Course Information

BCIT
College

Date: JUNE 1996

A. DIVISION: INSTRUCTIONAL

F. Faculty: COMMERCE AND BUSINESS ADMINISTRATION

New Course:

Program: BUSINESS

Revision of Course

MAY 1994

Title: _____ Semester: _____ Credit: _____ Subject & Course No: _____ Descriptive: _____
 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.

Instruction: Hrs per Week
 Lecture: 2 Hrs
 Laboratory: _____ Hrs
 Seminar: 2 Hrs
 Clinical Experience: _____ Hrs

Course Prerequisites: Academic Math 11
 Course Corequisites: _____
 Field Experience: _____ Hrs
 Practicum: _____ Hrs

Studio: _____ Hrs
 Directed Learning: _____ Hrs
 Other (Specify): _____
 Total: 4 Hrs
 Semester Total (4x15wks): 60 Hrs

Maximum Class Size: 35

Requested: _____
 Granted: _____
 Non-Credit: _____

College: _____ Credit: _____ Non-Transfer: _____
 Specify Course Equivalents on Unassigned Credits as appropriate:
 BGOU ADMN (3) SFU Business (3)

Level 100 level (1.5)

UBC
 UNBC
 UVIC
 Other: _____

Registrar: P. Angus
 Dean: J. Sato

REQUIRED BY STUDENTS

N. TEXTBOOKS AND MATERIALS TO BE PURCHASED

Oppelbaum, Steven H. and M. Dale Beckman, Canadian Business, Latest Ed, Toronto: Algonquin Books & Co., 1997.

OR

Oppelbaum, Steven H. and M. Dale Beckman, Canadian Business, Latest Ed, Toronto: Algonquin Books & Co., 1997.

O. COURSE OBJECTIVES

The student will be able to:

1. analyze the role of managers and their importance to the effective operation of any organization;

operation of any organization;

of human resources

3. Management

Human relations in management
Personnel: managing human resources
about management relations

Marketing management

4. Ma

Marketing: providing for consumer needs

Marketing channels: wholesaling, retailing, and physical distribution

Promotional strategy

Prices and pricing strategy

5. Production and Information

Management information and statistics

The role of accounting

Money, the banking system, and other financial institutions

Risk management and insurance

Additional dimensions

International business

Business and the legal system

The future of business

Q. METHOD OF INSTRUCTION

Lectures, seminars and case studies

R. COURSE EVALUATION

Participation/in-class Discussion 10%

Final Examination

30%

100%