

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:

nil

Practicum:

Hrs:

Course for which this course is designated:

Show

Studio: Hrs

Directed Learning: Hrs

nil

Student

Total: 4 Hrs

Maximum Class Size:

Semester Total (4x15wks): 60 Hrs

35

Requested:

College Credits Non-Transfer

Non-Credit

Specify Course Equivalents on Unassigned Credits appropriate:

BGOU ADMN (3)

SFU

Business (3)

100 level (1.5)

UBC
UNBC
UVIC
Other:

COM

[Handwritten signatures]

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%