

BAM101 - Introduction to Business Administration

Faculty of Continuing Education, Summer - 2017

Subject Title

Introduction to Business Administration

Subject Description

This course is designed to provide students with an introduction to the Canadian business environment, business issues and functions, and the major forces at work in the global economy. It provides students with a perspective of business firms as integrated organizations composed of a number of specialized functions.

Credit Status

One credit.

Learning Outcomes

Upon successful completion of this subject the student will be able to:

1. Discuss the role and changing trends of Canadian business in the Canadian and global economic systems.
2. Identify and describe the political, economic, social, technological and international / geographic environments within which business operates.
3. Compare the various forms of business ownership, identify the importance of entrepreneurs, and explain the appropriate structures for setting up business in Canada, including the basic elements of a business plan.
4. Describe the basic management functions of planning, organizing, leading and controlling as they pertain to all areas of business.
5. Describe the elements of Human Resource Management within an organization and the importance of leading and motivating employees.
6. Discuss ethical issues and social responsibility, and how they affect the major business stakeholders such as employees, customers, investors, the community and environment.
7. Describe the importance of trade for Canadian business including the opportunities and challenges of conducting business in the global economy.
8. Explain financial management as it relates to the Canadian money and banking systems, risk management, securities markets and investment functions.

Essential Employability Skills

Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfils the purpose and meets the needs of the audience.

Apply a systematic approach to solve problems.

Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.

Manage the use of time and other resources to complete projects.

Academic Integrity

Seneca upholds a learning community that values academic integrity, honesty, fairness, trust, respect, responsibility and courage. These values enhance Seneca's commitment to deliver high-quality education and teaching excellence, while supporting a positive learning environment. Ensure that you are aware of Seneca's Academic Integrity Policy which can be found at: <http://www.senecacollege.ca/about/policies/academic-integrity-policy.html> Review section 2 of the policy for details regarding approaches to supporting integrity. Section 2.3 and Appendix B of the policy describe various sanctions that can be applied, if there is suspected academic misconduct (e.g., contract cheating, cheating, falsification, impersonation or plagiarism).

Please visit the Academic Integrity website <http://open2.senecac.on.ca/sites/academic-integrity/for-students> to understand and learn more about how to prepare and submit work so that it supports academic integrity, and to avoid academic misconduct.

Discrimination/Harassment

All students and employees have the right to study and work in an environment that is free from discrimination and/or harassment. Language or activities that defeat this objective violate the College Policy on Discrimination/Harassment and shall not be tolerated. Information and assistance are available from the Student Conduct Office at student.conduct@senecacollege.ca.

Accommodation for Students with Disabilities

The College will provide reasonable accommodation to students with disabilities in order to promote academic success. If you require accommodation, contact the Counselling and Accessibility Services Office at ext. 22900 to initiate the process for documenting, assessing and implementing your individual accommodation needs.

Prerequisite(s)

College English (EAC150) or Equivalent.

Topic Outline

1. Introduction to Canadian Business
 - social issues
 - economic systems
 - forms of business ownership
 - entrepreneurship and small business management
2. Business in a Global Environment
 - reasons and methods for business to take part in globalization
 - the importance of international business to Canada
3. Financial Management
 - The Bank of Canada's functions and influence
 - the securities market
4. Other Management Functions
 - the management process
 - human resources

Mode of Instruction

In-Class

A combination of teaching methods will be utilized which may include lectures, case studies, discussions, group and individual work.

Online

This course is delivered online. This may involve the use of digital materials and/or a text, group discussions, interaction with your instructor and online activities.

Blended

Delivery is mixed, blending face-to-face instructions and facilitating out of classroom experiences and/or online

instructions on Blackboard.

Prescribed Texts

Textbook changed Fall 2016 to:

Business Essentials, Eighth Canadian Edition Plus MyBusinessLab with Pearson EText -- Access Card Package (8th Edition)

by [Ricky W. Griffin](#), [Ronald J. Ebert](#), [Frederick A. Starke](#), [George Dracopoulos](#)

ISBN: 978-0-13-430207-2

Reference Material

None.

Required Supplies

None.

Student Progression and Promotion Policy

<http://www.senecacollege.ca/about/policies/student-progression-and-promotion-policy.html>

Grading Policy <http://www.senecacollege.ca/about/policies/grading-policy.html>

A+	90% to 100%
A	80% to 89%
B+	75% to 79%
B	70% to 74%
C+	65% to 69%
C	60% to 64%
D+	55% to 59%
D	50% to 54%
F	0% to 49% (Not a Pass)
OR	
EXC	Excellent
SAT	Satisfactory
UNSAT	Unsatisfactory

For further information, see a copy of the Academic Policy, available online

(<http://www.senecacollege.ca/about/policies/academics-and-student-services.html>) or at Seneca's Registrar's Offices.

(<https://www.senecacollege.ca/registrar.html>).

Modes of Evaluation

Assignments are due on the dates specified. Should extenuating circumstances arise, please contact your instructor prior to the assignment due date so that an appropriate course of action can be established. Late assignments may be subject to a penalty of up to 10% per week and will not generally be accepted beyond two weeks from the due date.

In cases of cheating or plagiarism, the College Academic Policy will prevail. Please ensure that all assignments and reports are properly documented.

Students are referred to the following website for Seneca College Library style guides, Academic Honesty Policy and Copyright guidelines: <http://senecacollege.ca/library>

Dates for evaluations are specified in the weekly schedule addendum to this outline. The evaluation process may include, but is not limited to, tests, exams, assignments or presentations. Any absences or missed submissions due to medical or other reasons must be supported by medical or other appropriate documentation within one (1) week of the due date. The faculty and program area must be notified immediately in the event of a missed evaluation. Upon acceptance of the documentation, the weighting of the missed deliverable will normally be applied to the final exam.

English Competency

The ability to communicate effectively is essential for success in business. Therefore, you must demonstrate English competency in this course in both oral and written work. Ensure your written work includes correct sentence structure, spelling and punctuation. Always spell check, edit and proofread your work.

Grading is based on the following marking scheme:

In-Class (14 weeks) (updated for Fall 2014)

Case Study / Assignment	15%
Mid-Term Test	25%
Term Work *	25%
Final Exam	35%

*refer to instructor's weekly schedule (Outline Addendum) for term work evaluation details

In-Class Accelerated (1 week)

Quiz #1	5 %
Quiz #2	7.5%
Quiz #3	7.5%
Group Presentation	20%
Home Assignment	20%
Comprehensive Exam	40 %

Online - through Centre for Flexible Learning - cFLEX - updated Fall 2016

2 On-line Quizzes @ 5% each	10%
2 Discussion Assignments @ 7.5% each	15%
On-line Mid-term Exam	12.5%
Research Mini-Assignment	12.5%
Case Study	20%
Final Examination	30%

Blended (Hybrid of inclass and online through Blackboard) (14 Weeks)

Business Case	15%
On-line Mid Term	10%
Quizzes (3)	15%
On-line discussions (2)	15%
In-class group assignments (2)	15%
Final Exam	30%

Blended (Hybrid of inclass and online through Blackboard) Accelerated 7 Weeks

(updated March 28, 2013)

Quizzes x 2	20%
In-class group assignment	10%
On-line discussion assignment	10%
Business Plan / Career Research	25%
Final Exam	35%

Please retain this course outline document for future educational and/or employment use.

Academic Program Manager:

Danielle Mercier

Approved by: Academic Program Manager - Business Studies Danielle Mercier

Last revision date: 30-Jan-2017 12:28:45 AM

Last review date: 13-Mar-2017 12:15:04 AM

Seneca College of Applied Arts and Technology