



BUS 100 *Introduction to Business Administration* (3)

Fall 2003

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Course Description

The course provides an introduction to business. It gives an overview of all business management and administration. Topics covered include: accounting, finance, marketing, production and cost, human resource management, and the general environment of the macroeconomy. In addition to the conceptual skills and knowledge of business management, students will be challenged to think from a Christian perspective as they learn about and apply these business topics.

Course Objectives

By the end of this course students are expected to gain understanding about

- 1) the trends and issues affecting business
- 2) the dynamics of the product and services markets
- 3) the structure and the organization of business
- 4) the management of human resources
- 5) the macroeconomy and the financial market.

Required Texts

Nickels, W.G. et al., *Understanding Canadian Business*, 4th edition, McGraw-Hill Ryerson, 2003.

Chewning, R.C. et al., *Business Through the Eyes of Faith*, Harper Collins, 1990

Course Schedule

September	4:	Introduction
	9:	Ethics of Business (Ch. 5)
	11:	Trends Affecting Business (Ch. 1)
	16, 18:	Economic Issues Affecting Business (Ch. 2)
	23:	The Global Marketplace (Ch. 3) (Assignment 1 due on September 23)

	25:	Building Relationships (Ch. 15)
	30:	Pricing the Product or Service (Ch. 16)
October	2:	Delivering the Product or Service (Ch. 17)
	7:	<i>Discussion on Current Business Issues</i> (Assignment 2 due on October 7)
	9:	Organizing the Business (Ch. 6)
	14:	Small Business & Entrepreneurship (Ch. 7)
	16:	Leading and Managing the Organization (Ch. 8)
	21:	Review
	23:	Midterm Exam
	28:	<i>Mission Emphasis (No Class)</i>
	30:	Customer Driven Business (Ch. 9)
November	4:	Managing Production & Operations (Ch. 10)
	6:	<i>Mid-term Break (No Class)</i>
	11:	<i>Remembrance Day (No Class)</i>
	13:	Managing Information (Ch. 11)
	18:	<i>Discussion on Current Business Issues</i> (Assignment 3 due on November 18)
	20:	Motivation People (Ch. 12)
	25:	Managing People (Ch.13)
	27:	Employee Relations (Ch. 14)
December	2:	The Economy (Ch. 4)
	4:	Business Accounting (Ch. 18)
	9:	Managing Financial Resources (Ch. 19) (Assignment 4 due on December 9)
	11:	Review

Course Grade

Midterm Exam: 30% (October 23)

Final Exam: 50%

Assignments: 20% (due on September 23, October 7, November 18 and December 9)

Assignments handed in late, without due reason, will receive a penalty of 20%, and will not be accepted after one week past the due date.