



**BUS 100 *Introduction to Business Administration* (3)**

**Fall 2004**

**Instructor: Dr. Alan Kwan**

**Contacting the Instructor**

**Office: Room 530**

**Office Phone: 410-2000 (6907)**

**Class Times: M 1800-2045**

**Class Location: 517**

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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 an 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*, 4<sup>th</sup> edition, McGraw-Hill Ryerson, 2003.

**Optional Reading**

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

**Course Schedule**

**(I) INTRODUCTION**

Sept. 13

**(II) THE MARKET PLACE***Trends affecting Business, Ethics*

Sept. 20

[Chs. 1, 5]

*Economic Issues affecting Business*

Sept. 27

[Ch. 2]

*Globalization & the Role of Government*

Oct. 4

[Chs. 3, 4]

Thanksgiving – no class

Oct. 11

**(III) THE BASICS OF BUSINESS – the marketing components***Product and Pricing*

Oct. 18

[Chs. 15, 16]

*Promotion and Distribution*

Oct. 25

[Ch. 17]

**MID-TERM EXAM****[Chs. 1-5, 15-17]**

Nov. 1

**(IV) BUSINESS ORGANIZATION***Organizing Business & Entrepreneurship*

Nov. 8

[Chs. 6, 7]

*Leadership & Management Style*

Nov. 15

[Chs. 8, 9]

**(V) BUSINESS MANAGEMENT***Managing Production Operations and Information*

Nov. 22

[Chs. 10, 11]

*Managing Human Resources*

Nov. 29

[Chs. 12, 13]

*Managing Financial Resources*

Dec. 6-13

[Chs. 18, 19]

**Course Requirements**

*Students need to familiarize themselves with current business topics and economic events which will constitute the materials for assignments and class discussions.*

*Students are advised to be prepared for the lectures by reading the relevant chapters in the required text and participating in group discussions.*

### **Course Grade**

<i>Class Participation and Group Discussions</i>	<i>15%</i>
<i>Assignments (4 x 5% each)</i>	<i>20%</i>
<i>Mid-term Examination</i>	<i>25%</i>
<i>Final Examination</i>	<i>40%</i>

Students can choose to submit a Book Report on *Business Through the Eyes of Faith* for 15% and reduce the weights on the Mid-term and the Final exams to 20% and 30% respectively. Students need to inform the instructor for making this choice before Nov. 22 and hand in the book report at the last lecture on Dec 13.

### **Important Notes**

- Late assignment will receive a mark of 0 unless consulted with the instructor *in advance*.
- When students miss the mid-term exam *without a legitimate reason* beyond their control (typically likes a medical reason with doctor's note), a mark of 0 will be assigned.
- When students miss the mid-term exam *with a legitimate reason*, a make-up exam will be arranged within one week. If this arrangement is not possible, the weight will be reallocated as follows:

<i>Class Participation</i>	<i>15%</i>
<i>Assignments</i>	<i>20%</i>
<i>Book Report</i>	<i>15%</i>
<i>Final Examination</i>	<i>50%</i>