

ALLIANCE UNIVERSITY COLLEGE



BUS 100 *Introduction to Business Administration* (3)

Fall 2005

Instructor: Dr. Alan Kwan

Contacting the Instructor

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Class Times:	T-Th 8:15-9:30am	Class Location:	Rm 631
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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*, 5th edition, McGraw-Hill Ryerson, 2005.

COURSE SCHEDULE

(I) INTRODUCTION

Sept. 8

(II) THE MARKET PLACE

Business Value and Ethics Sept. 13 [Ch. 5]
Business Trends Sept. 15 [Ch. 1]
Economic Principles Sept. 20, 22 [Ch. 2]

Community Days – **No Class** Sept. 27

Globalization (Quiz #1) Sept. 29 [Ch. 3]
The Role of Government Oct. 4 [Ch. 4]

(III) BUSINESS ORGANIZATION

Organizing Business (Quiz #2) Oct. 6 [Ch. 6]
Entrepreneurship (A1 Due) Oct. 11 [Ch. 7]
Leadership & Management Style Oct. 13 [Ch. 8]
Organizational Structures Oct. 18, 20 [Ch. 9]

MID-TERM EXAM [Chs. 1-9] Oct. 25

Community Days – **No Class** Oct. 27

(IV) THE BASIC BUSINESS DECISIONS – The Marketing Components

Marketing Plans: An Overview Nov. 1 [Ch. 14]
Marketing Mix (I): Price and Product Nov. 3, 8 [Ch. 15]

Mid-term Break – **No Class** Nov. 10

Marketing Mix (II): Promotion and Place Nov. 15 [Ch. 15]

(V) BUSINESS MANAGEMENT

Managing Production Operations (Quiz #3) Nov. 17 [Ch. 10]
Managing Information & Technology (A2 Due) Nov. 22 [App. A]
Managing Human Resources Nov. 24, 29 [Chs. 11, 12]

(VI) FINANCIAL MANAGEMENT

Accounting Concepts (Quiz #4) Dec. 1, 6 [Ch. 16]
Financial Management Dec. 8, 13 [Ch. 17]

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 Distribution

<i>Class Participation and Group Discussions</i>	<i>10%</i>
<i>4 Quizzes</i>	<i>12%</i>
<i>2 Assignments</i>	<i>18%</i>
<i>Mid-term Test (75 minutes)</i>	<i>25%</i>
<i>Final Examination (120 minutes)</i>	<i>35%</i>

About the Quizzes

The quizzes will contain 10 to 15 multiple choice questions testing materials covered in the textbook and lectures.

About the Assignments

*The **first assignment** is about researching the business environment of a specific industry selected by the instructor. It will count for 8% towards the final grade. Students are required to write a 4-page report (typed and double spaced) on the emerging business trends of the **energy sector** including, but not limited to, technological development, government policies, and economic events affecting the business environment of this industry. The sources of information may include articles from newspapers, business magazines and news magazines.*

*The **second assignment** is about analyzing the marketing mix of two companies assigned by the instructor. It will count for 10% towards the final grade. Students are required to write a 6-page report to high-light the marketing strategies of **Shopper's Drug Mart** and **London Drugs**. The report will compare and contrast the marketing decisions of these two companies in relation to their market segmentation and the marketing mix. The sources of information may include company's website(s), government statistics relating to economic and demographic trends, articles from newspaper and magazines.*

Important Notes

- Late assignment will receive a mark of 0 unless consulted with the instructor *in advance*.
- When students miss a quiz or the mid-term test *with legitimate reason* (for example, due to medical reason authenticated with doctor's note), the weight of the missed item will be assigned to other components to make up the weight of 100%.
- When students miss a quiz or the mid-term test *without legitimate reason*, a mark of 0 will be assigned.