

A: Division: **INSTRUCTIONAL** Date: **MAY 1997**
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course:
 Program: **BUSINESS ADMINISTRATION** Revision of Course Information form: **MAY 1994**

C: **BUSN 210** D: **MANAGEMENT ESSENTIALS** E: **3**
 Subject & Course No. Descriptive Title Semester Credit

F: Calendar Description: This course will introduce the student to managerial principles, methods and skills: understanding organizational structure, planning strategy and operations, controlling and leading. Particular attention will be given to managerial decision-making in a complex society.	Summary of Revisions: 1997-05 Sections: F,N,O,P,R
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G: Type of instruction: Hrs per week

Lecture:	3	Hrs.
Laboratory:		Hrs.
Seminar:	1	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify)		
Total:	4	Hrs.
Semester Total (4 x 15 wks):	60	Hrs.

H: Course Prerequisites:
MATH 11 or DVST 410

I: Course Corequisites:
nil

J: Course for which this Course is a Prerequisite:
nil

K: Maximum Class Size:
35

L: College Credit Transfer **X**
 College Credit Non-Transfer
 Non-Credit

M: Transfer Credit: Requested: **X**
 Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU **BUSM 121 (3)**
 SFU **BUS (3)**
 UBC
 UNBC **COMM 100 lev (3)**
 UVIC **COM 100 lev (1.5)**
 Other: **TWU BUSI 280 (3)**
UCFV BUS 102 (3)

L. Donaldson
 Course Designer(s): **L. Donaldson**
 Dean: **J. Sator**

J. McKendry
 Vice-President, Instruction: **J. McKendry**
P. Angus
 Registrar: **P. Angus**

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Robbins, Stephen P., Mary Coulter and Robin Stuart-Kotze. Management, Latest Ed.
Prentice Hall Canada Inc.

Business Supplement from Prentice Hall

O: COURSE OBJECTIVES

The student will be able to:

1. describe the Canadian Business environment within which management takes place;
2. define and describe the management function processes of planning, organizing, and controlling organizational work activities and how this is accomplished through effective leadership;
3. analyze roles, skill sets and key performance concepts that are essential to managerial success utilizing a range of learning techniques;
4. describe the development of management approaches that have contributed to organizational productivity;
5. analyze and solve management problems;
6. describe the importance of improving the ability of managers to acquire, comprehend, interpret, and utilize relevant knowledge through proper information management;
7. practice business report-writing and presentation skills.

P: COURSE CONTENT

1. Introduction to Business: definition, types, Canadian environment.
2. Information Research Skills and time management.
3. What is Management and What do Managers do?
4. Evolution of Management: early years, recent years, current trends and issues.
5. Culture and Environment.
6. Social Responsibility and Managerial Ethics.

7. **Decision-Making:** the decision-making process, group decision-making.
8. **Planning:** purposes and types of plans, the strategic management process, levels of strategy, business-level strategic frameworks, competitive strategies (Porter).
9. **Organizing:** defining organizational structure and design, building the vertical dimension of organizations, building the horizontal structure of organizations, the contingency approach to organizational design.
10. **The Human Resource Management Process, Labour Relations.**
11. **Managing Change:** forces of change, organizational inertia and resistance to change, techniques for managing change, contemporary issues in managing change, stimulating innovation.
12. **Organizational Behaviour:** explaining and predicting behaviour, attitudes, personality, perception.
13. **Groups and Teams:** understanding group behaviour, turning groups into effective teams, developing and managing effective teams.
14. **Motivation:** early theories of motivation, contemporary approaches to motivation, suggestions for motivating employees.
15. **Leadership:** behavioural theories, contingency theories, coaching skills.
16. **Communication and Interpersonal Skills:** understanding communication, developing interpersonal skills (active listening, feedback, delegation, conflict management, negotiation).
17. **Controlling:** the control process, types of control, qualities of an effective control system, information controls.
18. **Operations Management:** transformation process, managing productivity, manufacturing and services, re-engineering, planning and controlling operations, current issues, operational planning tools.

Note: The concepts of TQM and the Contingency Approach should be integrated throughout the content.

Q: METHOD OF INSTRUCTION

Lectures, seminars and case discussions.

R: COURSE EVALUATION

Term Examinations	20%-30%
Final Examination	30%
Written Case Study(s)	10%-20%
Research Paper(s)	10%-20%
Participation	5%-10%
Public Presentation	<u>5%-10%</u>
	<u>100%</u>