



Douglas College

Course Information

A: Division: **INSTRUCTIONAL** Date: **SEPTEMBER 1998**
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course:
 Program: **BUSINESS MANAGEMENT** Revision of Course Information form: **JUNE 1991**
 C: **BUSN 410** D: **ORGANIZATIONAL BUSINESS DECISION MAKING** E: **3**

Subject & Course No. Descriptive Title Semester Credit

F: Calendar Description: This course builds on the skills attained in Organizational Management Skills and continues with the application of the functions of management. Specific areas of decision-making will include financial management, human resource management, industrial relations, marketing management, and production and operations management.

Summary of Revisions:
1998-09 Sections: D,F

G: Type of instruction: Hrs per week

Lecture:	1	Hrs.
Laboratory:		Hrs.
Seminar:	3	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 15wks):	60	Hrs.

H: Course Prerequisites:
BUSN 310

I: Course Corequisites:
nil

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

K: Maximum Class Size:
25

L: College Credit Transfer
 College Credit Non-Transfer
 Non-Credit

M: Transfer Credit: Requested:
 Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU
SFU
UBC
UNBC
UVIC
Other:

Bernard Villeneuve
 Course Designer(s): B. Villeneuve
J. Sator
 Dean: J. Sator

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

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Humphrey, J.A., M.R. Pearce, D.G., Burgoyne, et al. An Introduction to Business Decision Making, Latest Ed., Melson Canada.

O: COURSE OBJECTIVES

The student will be able to:

1. apply managerial skills in the areas of financial management, human resource management, industrial relations, marketing management, and production and operations management through the use of case studies;
2. demonstrate decision-making and problem-solving skills by analyzing situations to determine problems and opportunities, obtaining information, sorting relevant from irrelevant information, separating fact from opinion, generating and evaluating alternative courses of action, and recommending a plan of action;
3. display communicative and persuasive skills by interacting during class discussions with other students and the instructor in achieving solutions to various problems.

P. COURSE CONTENT

1. Introduction: a brief review of the principles of management.
2. Financial management: profitability, financial stability, liquidity, financial efficiency and growth.
3. Human resource management: analysis of personnel including recruitment, training, motivation, compensation, promotion, discipline, performance appraisal.
4. Industrial relations: union certification, union-management relations, dispute-handling mechanisms, etc.
5. Marketing management: product and service selection, pricing strategies, distribution, promotion, etc.
6. Production and operations management: basic components of a production system, key areas for management emphasis, production processes and problem diagnosis.

Q. METHOD OF INSTRUCTION

Lectures, seminar presentations, and case analyses and presentations requiring extensive interaction with other students and instructor.

R: COURSE EVALUATION

Written Cases (maximum of 3)	30%
Oral presentations	20%
Take-home exam	25%
Group case	<u>25%</u>
	<u>100%</u>

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