



EFFECTIVE: SEPTEMBER 2002

CURRICULUM GUIDELINES

A: Division: **Instruction** Date: **January 2002**
B: Department/ **Commerce & Business Admin.** New Course Revision
 Program Area: **Business Management**
 If Revision, Section(s) Revised: **H**
 Date Last Revised: **1998-09: D, F**

C: BUSN 410 D: Organizational Business Decision Making E: 3

Subject & Course No.	Descriptive Title	Semester Credits
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.		
G: Allocation of Contact Hours to Types of Instruction/Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 1 Hrs. Seminar: 3 Hr. Total: 4 Hrs. Number of Weeks per Semester: 15 Weeks X 4 Hrs per week = 60 Hrs.	H: Course Prerequisites: BUSN 310 and effective September 2002, English 12 with a grade of "C" or better or approved equivalent.	
	I: Course Corequisites: nil	
	J: Course for which this Course is a Prerequisite: nil	
	K: Maximum Class Size: 35	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: Requested <input type="checkbox"/> Granted <input type="checkbox"/> SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)		

M: Course Objectives/Learning Outcomes

At the end of the course, the successful student should 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.

N: 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.

O: Methods of Instruction

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

<p>P: Textbooks and Materials to be Purchased by Students:</p> <p>Humphrey, J.A., M.R. Pearce, D.G., Burgoyne, et al. <u>An Introduction to Business Decision Making</u>, Latest Ed., Melson Canada.</p>										
<p>Q: Means of Assessment</p> <table><tr><td>Written Cases (maximum of 3)</td><td>30%</td></tr><tr><td>Oral presentations</td><td>20%</td></tr><tr><td>Take-home exam</td><td>25%</td></tr><tr><td>Group case</td><td><u>25%</u></td></tr><tr><td></td><td><u>100%</u></td></tr></table>	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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Group case	<u>25%</u>									
	<u>100%</u>									
<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No.</p>										

Course Designer(s): Joe Ilsever

Education Council/Curriculum Committee
Representative

Dean/Director: Jim Sator

Registrar: Trish Angus