

Course Information

Douglas College

Date: JUNE 1996

A. DIVISION: INSTRUCTIONAL

F. Faculty: COMMERCE AND BUSINESS ADMINISTRATION

New Course:

Program: BUSINESS

Revision of Course

MAY 1994

| Title | Semester | Credit | Subject & Course No. | Descriptive |
|---|----------|--------|----------------------|-------------|
| <p>Calendar Description: This course provides a broad overview of the Canadian business system -- how it functions and how it relates to specific areas such as marketing, production and finance. The course provides a specific insight into actual business operations and some of the major areas of concern regarding the role of business in society.</p> | | | | |

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of instruction. Hrs per Week

| | | |
|----------------------|---|------|
| Lecture: | 2 | Hrs. |
| Laboratory: | | Hrs. |
| Seminar: | 2 | Hrs. |
| Clinical Experience: | | Hrs. |

Course Prerequisites: Academic Math 11

Course Corequisites:

Field Experience: Hrs. nil

Practicum: Hrs.

Studio: Hrs.

Directed Learning: Hrs.

Other (Specify):

Total: 4 Hrs.

Maximum Class Size: 35

Semester Total (4x15 wks): 60 Hrs.

Requested:

Granted: X

College Credits Non-Transfer

Non-Credit

Specify Course Equivalents on Unassigned Credits as appropriate.

BGOU ADMN (3)

SFU Business (3)

UBC
UNBC
UVIC
Other: COM

100 level (1.5)

Registrar: P. Angus

Dean: J. Sato

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REQUIRED BY STUDENTS

N. TEXTBOOKS AND MATERIALS TO BE PURCHASED

Oppelbaum, Steven H. and M. Dale Beckman. Canadian Business. Latest Ed. Toronto: Algonquin Books & Co. 1997.

OR

Oppelbaum, Steven H. and M. Dale Beckman. Canadian Business. Latest Ed. Toronto: Algonquin Books & Co. 1997.

O. COURSE OBJECTIVES

The student will be able to:

1. analyze the role of managers and their importance to the effective operation of any organization;

operation of any organization;

of human resources

3. Management

Human relations in management
Personnel: managing human resources
about management relations

Marketing management

4. Ma

Marketing: providing for consumer needs

Marketing channels: wholesaling, retailing, and physical distribution

Promotional strategy

Prices and pricing strategy

5. Production and Information

Management information and statistics

The role of accounting

Money, the banking system, and other financial institutions

Risk management and insurance

Additional dimensions

International business

Business and the legal system

The future of business

Q. METHOD OF INSTRUCTION

Lectures, seminars and case studies

R. COURSE EVALUATION

Participation/in-class Discussion 10%

Final Examination

30%

100%