

TEXT(S) AND RESOURCE MATERIALS

Provide a full reference for each text and/or resource material and include whether required/not required.

The Future of Business, by Norm Althouse, Laura Allan and Christopher Hart, 2016 (5th edition) if available.

Fundamentals of Business - 4th Edition, Stephen J. Skripak, Virginia Tech Ron Poff, Virginia Tech Copyright Year: 2023 ISBN 13: 9780997920178 Publisher: Virginia Tech Libraries

COURSE TOPICS

List topics and sequence covered.

Week	Topic
Week 1	<p>Lecture 1: Business Essentials Introduction to Class Business definition 4 pillars of business Logos Mission statement</p>
Week 2	<p>Target market Unique Selling Point Impactful presentations Types of businesses</p>
Week 3	<p>Liability Types of ownership Contracts and legal Business Operations</p>
Week 4	<p>Assignment 1 presentations</p>
Week 5	<p>Customer Service Marketing Accounting Product Life Cycle</p>
Week 6	<p>Supply Chain Management Business in Canada</p>
Week 7	<p>Midterm</p>
Week 8	<p>Lecture 2: Business Environment Business Ethics Internal factors</p>
Week 9	<p>External factors</p>
Week 10	<p>Assignment 2 presentations</p>

Week 11	Corporate Social Responsibility Hofstede's Insights Global market place Global trading
Week 12	Change management Strategy frameworks
Week 13	Final presentations
Week 14	Final Exam

NOTES

1. Students are required to follow all College policies. Policies are available on the website at: [Coquitlam College Policies](#)
2. To find out how this course transfers, visit the BC Transfer Guide at: bctransferguide.ca

Last Reviewed: September 2024

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