COURSE OUTLINE



Effecti	ve Semester: Fall 2024						
COUR	SE INFORMATION						
Course	• Title Introduction to Busine	SS	Course Number	: BUSI 100	Credits: 3		
Total V	Veeks: 14 (Fall, Spring)	Total Hours: 39	Course Level:	☑ First Year	☐ Second Year		
	12 (Summer)			☐ New	☐ Revised Course		
	, ,			☐ Replacement	Course		
Depart	ment: Business Departmen	t Head: C. Konrad	Former Course	Code(s) and Numb	er(s) (if applicable): N/A		
Pre-re	quisites (If there are no prer	equisites, type NONE): N	ONE				
Co-req	uisite Statement (List if appl	icable or type NONE): N	ONE				
Preclu	ded Courses: N/A						
COUR	SE DESCRIPTION						
This co	urse is designed to give pros	pective business students	and others an ov	erview of the key f	unctions within a business. While no		
meant	to be substitute to actual bu	siness experience, it will g	give students with	out work experien	ce some idea of how business opera		
and fo	those students with some w	ork experience, it will au	gment what they	really know.			
LEARN	IING OUTCOMES						
Upon successful completion of the course, students will be able to:							
•	 Familiarize students with concepts and trends related to business and management and their role in a broader economic, social, and environmental context. 						
•	Students will be encourage	ed to gain solid knowledge	e and understand	ing of the different	business functions and will be invited		
	to critically analyze conten			_			
INSTR	UCTION AND GRADING						
Instru	ictional (Contact) Hours:						
	Туре	Duration					
	Lecture	39					
	Seminars/Tutorials						
	Laboratory						
	Field Experience						
	Other (specify):		_				
	Total	39					
	Total	33					
Gradin	g System: Letter Grades 🗵	Percentage ⊠ Pass/Fa	il 🗆 Satisfa	ctory/Unsatisfactor	y \square Other \square		
Specify	passing grade: 50%						
Evalua	tion Activities and Weightin	g (total must equal 100%)					
Ī	Assignments: 25%	Lab Work:	% Participat	ion: 10%	Project: 20%		
	Specify number of, variety,				Specify nature of project: Final		
	and nature of assignments:				presentation and report.		
	Presentations, reports and				p. cochiadion and report.		
	case study.						
	•						
ļ	Quizzes/Test: 5%	Midterm Exam:	20% Final Exan	n: 20%	Other: %		
			1				

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



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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 **Last Revised**: September 2024