



EFFECTIVE: SEPTEMBER 2002

CURRICULUM GUIDELINES

A: Division: **Instructional**

Date: **November 2001**

B: Department/
Program Area: **Commerce & Business Admin.
Hotel and Restaurant Management**

New Course

Revision

If Revision, Section(s) Revised: **H**

Date Last Revised: **2000-01: H
1996-03: new course**

C: **HORM 110**

D: **Introduction to Business and Organizational Effectiveness**

E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
<p>F: 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 also introduces the student to the central themes of organizations, including organizational structures, communication models and behaviour.</p>		
<p>G: Allocation of Contact Hours to Types of Instruction/Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 3 Hrs. Seminar: 1 Hr.</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hours Per Week = 60 Hours</p>	<p>H: Course Prerequisites:</p>	
	<p>I: Course Corequisites:</p> <p>nil</p>	
	<p>J: Course for which this Course is a Prerequisite:</p> <p>nil</p>	
	<p>K: Maximum Class Size:</p> <p>35</p>	
<p>L: PLEASE INDICATE:</p> <p><input type="checkbox"/> Non-Credit</p> <p><input checked="" type="checkbox"/> College Credit Non-Transfer</p> <p><input type="checkbox"/> College Credit Transfer: Requested <input type="checkbox"/> Granted <input type="checkbox"/></p> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)</p>		

M: Course Objectives/Learning Outcomes

1. examine the Canadian business system and its environment including the forms of business ownership and societal issues;
2. analyze the role of managers and their importance to the effective operation of any organization;
3. analyze the four functional areas of business: production, marketing, finance and personnel -- focussing on the major responsibilities of management;
4. discuss the structure and function of human behaviour within organizations;
5. discuss several communication models and how they affect organizational effectiveness;
6. assess the importance of motivation in changing behaviour and improving job performance;
7. explain how career development programs, coaching and team building retain human resources;
8. relate guidelines for successfully implementing change in an organization.

N: Course Content:

1. Business and its environment
 - . the foundations of business
 - . societal issues and business
 - . forms of business ownership
 - . small business entrepreneurship and franchising
2. Organization and management of the enterprise
 - . introduction to management
 - . the role of organizations
3. Marketing management
 - . marketing: providing for consumer needs
 - . marketing channels: wholesaling, retailing, and physical distribution
 - . promotional strategy
 - . prices and pricing strategy
4. Production and information
 - . production and operations management
 - . management information and statistics
 - . the role of accounting
5. Financing the enterprise
 - . money, the banking system and other financial institutions
 - . the securities market
 - . risk management and insurance

- 6. Management of human resources
 - . human relations in management
 - . personnel: managing human resources
 - . labour-management relations
- 7. Organizational structures and human behaviour within these structures.
- 8. Organizational communications models.
- 9. The key factors in promoting organizational effectiveness.
- 10. Developing organizational effectiveness
 - . management of employee performance
 - . training and development of marginal employees
 - . methods of achieving success
 - . learning, in the organizational setting
- 11. Motivation as a behaviour change agent.
- 12. The role of career development programs in strengthening the organization's human resource base.
- 13. Methods of designing and implementing change in the organization.

O: Methods of Instruction

Lectures, seminars and/or case discussions.

P: Textbooks and Materials to be Purchased by Students

Nichols, McHugh et al. Understanding Canadian Business, Latest Ed. Irwin.

Various papers on organizational effectiveness.

Q: Means of Assessment

Participation/In-class Discussion	15%	
Midterm Test		20%
Term Papers (2 @ 20%)	40%	
Final Examination	<u>25%</u>	
		<u>100%</u>

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

Course Designer(s): Mark Elliott

Education Council/Curriculum Committee Representative

Dean/Director: Jim Sator

Registrar: T. Angus

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