

A: Division: **INSTRUCTIONAL** Date: **MARCH 1996**
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course: **X**
 Program: **HOTEL AND RESTAURANT MANAGEMENT** Revision of Course Information form:
 C: **HORM 110** D: **INTRODUCTION TO BUSINESS AND ORGANIZATIONAL EFFECTIVENESS** E: **3**

Subject & Course No. Descriptive Title Semester Credit

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.

Summary of Revisions:

G: Type of instruction: Hrs per week

Lecture:	3	Hrs.
Laboratory:		Hrs.
Seminar:	1	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify):		Hrs.
*:		Hrs.
Total:	4	Hrs.

H: Course Prerequisites:
ENGL 12 with grade of C+ or better and MATH 11

I: Course Corequisites:
nil

J: Course for which this Course is a Prerequisite:
nil

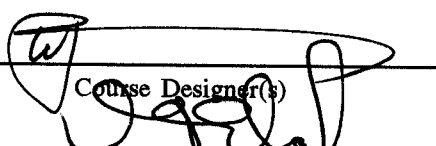
K: Maximum Class Size:
35

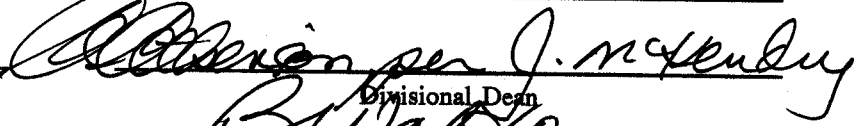
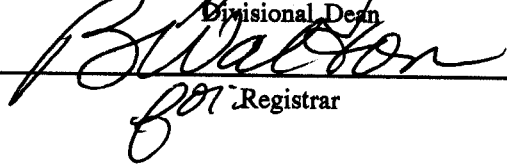
L: College Credit Transfer
 College Credit Non-Transfer
 Non-Credit

M: Transfer Credit: Requested:
 Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU
 SFU
 UBC
 UNBC
 UVIC
 Other:


 Course Designer(s)
 Director/Chairperson


 Divisional Dean

 Registrar

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Nichols, William G., James M. McHugh, Susan M. McHugh and Paul D. Berman. Understanding Canadian Business, Latest Ed. Irwin.

Various papers on organizational effectiveness.

O: COURSE OBJECTIVES

The student will be able to:

1. describe the Canadian business system and its environment including the forms of business ownership and societal issues;
2. discuss the role of managers and their importance to the effective operation of any organization;
3. define 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. describe guidelines for successfully implementing change in an organization.

P: 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.

Q: METHOD OF INSTRUCTION

Lectures, seminars and/or case discussions.

R: COURSE EVALUATION

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.