

Last Revised: January 2022

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COURSE INFORMATION

Course Title: Introduction to Business

Course Number: BUSI 100

Credits: 3

Total Weeks: 14 (Fall, Spring)
12 (Summer) **Total Hours:** 39

Course Level: First Year Second Year
 New Revised Course
 Replacement Course

Department: Business **Department Head:** C. Konrad

Former Course Code(s) and Number(s) (if applicable): N/A

Pre-requisites (If there are no prerequisites, type NONE): NONE

Co-requisite Statement (List if applicable or type NONE): NONE

Precluded Courses: N/A

COURSE DESCRIPTION

This course is designed to give prospective business students and others an overview of the key functions within a business. While not meant to be substitute to actual business experience, it will give students without work experience some idea of how business operate and for those students with some work experience, it will augment what they really know.

LEARNING 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 encouraged to gain solid knowledge and understanding of the different business functions and will be invited to critically analyze contemporary challenges facing businesses in the context of a global economy.

INSTRUCTION AND GRADING

Instructional (Contact) Hours:

Type	Duration
Lecture	39
Seminars/Tutorials	
Laboratory	
Field Experience	
Other (<i>specify</i>):	
Total	39

Grading System: Letter Grades Percentage Pass/Fail Satisfactory/Unsatisfactory Other

Specify passing grade: 50%

Evaluation Activities and Weighting (total must equal 100%)

Assignments: % <i>Specify number of, variety, and nature of assignments:</i>	Lab Work: %	Participation: 10% <i>Specify nature of participation:</i>	Project: 30% <i>Specify nature of project:</i>
Quizzes/Test: %	Midterm Exam: 30%	Final Exam: 30%	Other: %

TEXT(S) AND RESOURCE MATERIALS

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

The following textbook is mandatory for this class; *The Future of Business*, by Norm Althouse, Laura Allan and Christopher Hart, 2016 (5th edition)

COURSE TOPICS

List topics and sequence covered.

Week	Topic
Week 1	Introduction to Class
Week 2	Lecture 1: The Founding Pictures
Week 3	Lecture 2: Business Environments and Culture
Week 4	Lecture 3: The Dynamic PI
Week 5	Business Management – Part 1
Week 6	Business Management – Part 2
Week 7	Midterm
Week 8	Business Functions Part 1
Week 9	Business Functions Part 2
Week 10	Preparation for the Projects
Week 11	Presentation of Students’ Projects
Week 12	Presentation of students’ projects
Week 13	Summary & Preparation for the Final Exam
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