



Course Outline

Management, Information and Supply Chain
School of Business & Economics

MNGT 1710 - **3.00** - Academic

Introduction to Business

Rationale

Update Curricunet to reflect standard course outlines established by the School.

Calendar Description

Students are introduced to basic management principles and the functional areas of business. Topics include the business environment from a legal, regulatory, economic, competitive, technological, social, ethical, and global perspective; the functions of management, specifically planning, organizing, leading, and control; the different business functions, including human resources, supply chain management, marketing, and financial management; and the forms of business ownership and the importance of entrepreneurship.

Credits/Hours

Course Has Variable Hours: No

Credits: 3.00

Lecture Hours: 3.00

Seminar Hours: 0

Lab Hours: 0

Other Hours: 0

Clarify:

Total Hours: 3.00

Delivery Methods: (Face to Face)

Impact on Courses/Programs/Departments: No change

Repeat Types: A - Once for credit (default)

Grading Methods: (S - Academic, Career Tech, UPrep)

Educational Objectives/Outcomes

1. Discuss how a business' environment influences decision making.
2. Apply the functions of management including planning, organizing, leading and control in operating a business.
3. Describe the different functional areas of business and how they contribute to a company's success.
4. Explain the various forms of business ownership.
5. Summarize the importance of entrepreneurship to the economy.

Prerequisites

English Studies 12/English First Peoples 12 with a minimum of 73% or equivalent or ENGL 0600 with a minimum C+; or completion of ESAL 0570 and ESAL 0580 with a minimum C+

Co-Requisites

Recommended Requisites

Exclusion Requisites

MNGT 1711-Introduction to Business

MNGT 1701

Texts/Materials

Textbooks

1. **Required** Nickels, McHugh, McHugh, Cossa, Sproule. *Understanding Canadian Business*, 7th Canadian ed. McGraw-Hill Ryerson, 2010

Student Evaluation

The Course grade is based on the following course evaluations.

Midterm Exams/Quizzes 30-40% (40.00%) Assignments/Cases/Projects 30% (30.00%) Final exam 30-40% (30.00%)

Course Topics

1. Understanding the School of Business and Economics' Programs and Services
2. Business Environment
 - Legal and regulatory
 - Economic
 - Competitive
 - Technological
 - Social and ethicalGlobal
2. Functions of Management
 - Planning
 - Organizing
 - Leading
 - Control
3. Functions of Business
 - Human resources
 - Planning, recruitment, selection, evaluation, compensation, training
 - Employee and labour relations
 - Employee motivation

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- Supply chain management
 - Purchasing
 - Operations in the manufacturing and service sectors
 - Transportation and logistics
- Management information systems
- Marketing
 - Marketing mix – product, price, place, promotion
 - Market research
 - Consumer and business-to-business market
- Financial management
 - Role of financial managers
 - Financial planning
 - Financial markets, institutions and sources of financing
 - Risk management and insurance

4. Forms of Business Ownership

- Proprietorships, partnerships, franchises, cooperatives

5. Entrepreneurship

- Starting and managing a small business

Methods for Prior Learning Assessment and Recognition

As per TRU Policy

Last Action Taken

Implement by Submission Preview Subcommittee Chair Peggy McKimmon

Current Date: 30-Oct-20