



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Course Code	COMM 100	Course Title	Introduction to Business			
Credit Value	3	Department	Commerce			
No. of weeks	14	Hrs. per week	<i>Lecture</i>	<i>Tutorial</i>	<i>Laboratory</i>	<i>Total</i>
			3	0	0	3
Course Description	This course provides an understanding of different business types, structures, functions, disciplines, principles and activities within a Canadian context and an understanding of the forces, both external and internal of the company that impact businesses and their performance. The course material will be applicable to all main types of business ownership, i.e. sole proprietorship, partnership and corporation.					
Prerequisite(s)	ENGL 098					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	COMM 100 (3)	BUS 1XX (3)	COM 100 (1.5)	COMM 100 (3)	MNGT 1710 (3)	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> Describe a range of fundamental behavioural and managerial principles and their application to the planning, organizing, leading and controlling of the resources require to operate a business. Explain how the external business environment impacts business activities and performance. Explore and analyze factors involved in developing and providing successful products and services. Evaluate the quality and effectiveness of business processes and activities. Describe the different indicators of successful business performance. Apply root cause analysis on the reasons of business failures Develop an outline of business plan, demonstrating how the various parts of a business interact to form the “whole” and how such interactions determine whether businesses succeed or fail. Define the discipline of marketing, accounting, finance, operations management, human resource and organizational behavior, and explain its role in business operations. Explain how a business operates. 					



Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none"> • The role of business in society • Analyzing the business environment • Introduction to management, leadership and entrepreneurship • The basic functions of management – planning, organizing, leading and controlling • Forms of business ownership • Entrepreneurship and small business – an introduction • Managing People – recruitment and selection, motivation, performance and management • Introduction to Marketing • Introduction to Customer Service Management • Managing financial resources • Introduction to Operations Management • Introduction to Management information systems • Ethics and corporate social responsibility • Organizational culture and climate • Fundamentals of Developing business plan • Change and current trends in business <p>Additional topics may also be covered, at the discretion of the instructor.</p>	
Methods of Instruction	Lectures, presentations and discussions, small-group exercises (including short case scenarios)	
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Nickels et al. Understanding Canadian Business. 11th Canadian Ed. McGraw Hill, 2022.</p>	
Required Equipment and Technology	<p>Students are required to have a computer with internet access.</p> <p>The following resources are provided by the College:</p> <ul style="list-style-type: none"> • Office 365 • Student email 	
Homework Hours	At minimum, students can expect one hour of homework for every hour of instructional time.	
Evaluation	<i>Component</i>	<i>% Value</i>
	Class Participation and Exercises	5-15%
	Group Project	15-25%
	Quizzes	15-20%
	Midterm Examination	15-20%
	Final Examination	25-35%
Completion Requirements	The minimum grade to pass this course is D (50%). Unless otherwise stated, a minimum grade of C- (55%) is required for this course to fulfil a prerequisite.	



Course Designer(s)	David Crawford, MBA, Sauder School of Business, University of British Columbia.	Consultant(s), <i>if applicable</i>	Brian Bemel, Senior Associate Dean, Sauder School of Business, University of British Columbia
Dean's Approval	Barbara Moon, Ph.D., Dean of Arts and Sciences, Alexander College	Dean's Approval Date	October 15, 2014
Curriculum Committee Approval Date	October 15, 2014	First Term Offered	Winter 2015
Last Review Date	August 28, 2022	Next Review Date	August 28, 2027
Revision History	January 2020 – minor revisions to content, textbook, and assessment ranges by Enrico Tanafranca and Commerce faculty. August 28, 2022 – updated textbook, curriculum review without changes		