



## Course Outline

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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