

Course Outline

**Department of Management
School of Business and Economics**

**MNGT 1710-3
Introduction to Business (3,0,0)**

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.

Educational Objectives/Outcomes

Upon successful completion of this course, the student will be able to:

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 12/English 12 First Peoples with a minimum of 73% (with the government exam within the last 5 years); or level 5 on the compositions section of the Language Proficiency Index (LPI), with all other categories of the LPI at a minimum of 70% (within the last 2 years); or satisfactory completion of the TRU English Assessment (ACCUPLACER) at the university entrance level; or completion of ENGL 0600 with a grade of C+ or better; or completion of ESAL 0570 and ESAL 0580 with a grade of C+ or better.

Co-requisites

None

Texts/Materials

Student Evaluation

Tests/quizzes	30-40%
Case studies/research projects/assignments	30%
Final exam	30-40%

Students must pass the final exam to pass the course.

Course Topics

1. Understanding the School of Business and Economics' Programs and Services
2. Business Environment
 - Legal and regulatory
 - Economic
 - Competitive
 - Technological
 - Social and ethical
 - Global
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
 - 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

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional