



EFFECTIVE: SEPTEMBER 2006
CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **September 2006**

B. Department / Program Area: **Commerce & Business Admin. Business** Revision New Course

If Revision, Section(s) Revised:
Date of Previous Revision:
Date of Current Revision:

C: BUSN 1198 **D: Business Explorations I** **E: 3**

Subject & Course No.	Descriptive Title	Semester Credits
F: Calendar Description:		
<p>This course provides an introductory overview of the Canadian business system in context with the contemporary business world -- how it functions, and how it relates to specific areas such as marketing, production and finance. The course provides a specific insight into actual business operations and some of the major areas of concern regarding the role of business in society. Attention is paid to enhancing business vocabulary and strategies in studying business.</p> <p>Foundation Program students who successfully complete this course will gain equivalent credit to BUSN 1200.</p>		
G:	H: Course Prerequisites:	
	DVST 0310 Mathematics and DVST 0355 Reading/Writing Intermediate level, DVST Assessment, or Instructor permission	
	I: Course Corequisites:	

Hour

se is a Prerequisite

<input type="checkbox"/>	College Credit Non-Transfer
<input checked="" type="checkbox"/>	College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)

M: Course Objectives / Learning Outcomes
 At the end of the course, the successful student through the use of the “Means of Assessment” as identified in Section Q will demonstrate:

1. a basic understanding of the Canadian business system, and its environment, including forms of business ownership and existing and emerging societal issues
2. an understanding of the role of managers in the four functional areas of business: production, marketing, finance and personnel
3. an enhanced knowledge of the vocabulary of business
4. the ability to produce written and oral business communications

N: Course Content:

INTRODUCING THE CONTEMPORARY BUSINESS WORLD

- The Canadian Business System
- The Environment of Business
- Entrepreneurship, Small Business, and Business Ownership
- Business Conduct including Ethics and Social Responsibility
- International Business

UNDERSTANDING (TD) L.02(ETD) (u)-2U.02(SN)-1(E)L(I) EMC BT/TT1 1 Tf0.0015 Tc 0 Tw 1BDCAT1 1v.02A-

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No

Course Designer(s): **Dennis McKintuck and Laurel Donaldson**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

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