



MNGT 200 - Introduction to Business

Course Description:

The Introduction to Business course will provide you with tools to understand business functions including management, human resources, marketing, supply chain, and personal finance. You will also explore the Canadian business system and environment, and the importance of business ethics and social responsibility in an increasingly global environment. Working through the basic steps of building a business plan and creating a personal career plan will give you opportunities to apply creative solutions to real-world problems. The course also explores the strategies for effective team work and provides opportunities to practice these strategies. In the second half of the course, you will prepare and present a business case analysis, including issues of accounting, financial issues, management and marketing. This course provides you with the foundation for understanding business and business ownership. Within the world of business there are endless career opportunities. Developing a focused career plan will enhance your abilities to pursue your chosen career path.

3 Credits

Time Guidelines:

The standard instructional time for the day-time course offering is 60 hours. On campus evening/week-ends and fully online hours will vary.

Equivalent(s):

MNGT 1200

Technical Requirements

Microsoft Word 2007 or higher.

One of:

- Internet Explorer, or
- Firefox, or
- Google Chrome.

Course Assessment:

Assignments/Activities/Quizzes	35%
Simulations/Case Study	35%
Exams	30%
<hr/>	
Total	100%

To obtain a passing grade for this course, fully online students must achieve a mark of at least 50% on the final examination and an overall course mark of at least 50%.

Other Course Information:

School of Business Information:

1. Students may be required to submit work in this course through plagiarism detection software. When this software is used, students are required to submit their own assignments into the software by the due date provided by your instructor and will be able to view the comparability report.
2. Recording (audio, image, video) is permitted only for individual private study and **only with instructor approval prior** to the recording being done. Any other use of recording constitutes Non-academic Misconduct and will be dealt with in accordance with the Student Code of Conduct procedure.
3. All communications regarding and within a course shall be considered confidential and solely for the use of the intended recipient.
4. This 3 credit course requires 135 - 180 hours of total learning effort. The total learning effort includes a combination of class contact time and independent study. Independent study is work outside of class, for example: reading, homework assignments, group work, practice questions and exam preparation. The table below will help you plan your weekly learning effort required to be successful in this course.

Weekly Learning Effort - based on a 15 week schedule

Delivery	Class Contact Hours	Independent Study Hours (outside of class)	Total Learning Effort (contact + independent study)
On campus daytime	4	5 - 8	9 - 12
On campus evenings/weekends	3	6 - 9	9 - 12
Fully online	0	9 - 12	9 - 12

SAIT Policies and Procedures:

For information on the SAIT Grading Scale, please visit policy AC 3.1.1 Grading Progression Procedure: [http://www.sait.ca/Documents/About SAIT/Administration/Policies and Procedures/AC.3.1.1 Grading and Progression Procedure.pdf](http://www.sait.ca/Documents/About%20SAIT/Administration/Policies%20and%20Procedures/AC.3.1.1%20Grading%20and%20Progression%20Procedure.pdf)

For information on SAIT Academic Policies, please visit: www.sait.ca/about-sait/administration/policies-and-procedures/academic-student

Required Course Publication(s):

Ferrell. (2020). *Intro to Business in a Changing World*, SAIT Custom package (3rd ed.). McGraw-Hill Ryerson Ltd.

Connect online access is included with the purchase of a new textbook from the SAIT bookstore.

Please refer to the learning management system (LMS) to access resources for this course.

Course Material(s):

- Business Simulation - Associated cost and information will be provided by your instructor.
- Required access:
 - Internet resources
 - MS Office software

- Business Simulation - Associated cost and information will be provided by your instructor.
- Bring Your Own Device - There are specific technology requirements for this course. Make sure you are aware of these minimum requirements as you are bringing your own device (BYOD). Go to the Business Administration (BA) program page, "Costs and Supplies" link on sait.ca for the BYOD specifications.

Course Learning Outcome(s):

1. Examine contemporary business trends and their impact on today's organization.

Learning Objectives:

- 1.1 Define the nature and goals of Canadian business.
- 1.2 Compare different global economic and political systems.
- 1.3 Describe the role of supply, demand, and competition in a free-enterprise system.
- 1.4 Describe the interactions between Canadian business and government.

2. Illustrate the forces that shape the business and economic structure in Canada.

Learning Objectives:

- 2.1 Explain the concepts of organizational boundaries.
- 2.2 Identify factors within the international trade environment that influence business.
- 2.3 Investigate some of the economic, legal-political, social, cultural, and technological barriers.
- 2.4 Describe the changes in today's business workforce and the nature of work.

3. Analyze social responsibility and business ethics as applied in the workplace.

Learning Objectives:

- 3.1 Explain how individuals develop their personal code of ethics and why ethics are important in organizations.
- 3.2 Define business ethics and social responsibility.
- 3.3 Discuss ethical responsibilities of businesses.
- 3.4 Recognize some of the ethical issues that may arise in business.
- 3.5 Identify general approaches to social responsibility.

4. Outline the nature of entrepreneurship and the role of small business.

Learning Objectives:

- 4.1 Examine the entrepreneurial process.
- 4.2 Describe the characteristics of a small business.
- 4.3 Discuss the contribution of small businesses to the Canadian economy.
- 4.4 Identify the forms of legal business ownership in Canada and discuss the advantages of each.

5. Outline the roles and processes of managing within a business environment.

Learning Objectives:

- 5.1 Define management and explain its role in the achievement of organizational objectives.

5.2 Describe the major functions of management.

5.3 Identify the various levels of management.

5.4 Summarize the strategic planning process.

5.5 Outline the skills needed by business managers.

6. Explain the importance of human resources and their effective management in organizations.

Learning Objectives:

6.1 Define human resources management and its significance in organizations.

6.2 Summarize the processes of recruiting and selecting human resources.

6.3 Identify the advantages of developing a diverse workplace.

6.4 Examine current practices, trends, and issues in human resources management.

7. Identify the importance of marketing in organizations.

Learning Objectives:

7.1 Define marketing and discuss the marketing concept.

7.2 Examine value as a key component of marketing.

7.3 Identify the four components of the marketing mix and examine the importance of each.

7.4 Examine the development of a marketing strategy.

8. Summarize fundamental Supply Chain Management concepts.

Learning Objectives:

8.1 Define Supply Chain Management and differentiate between procurement, operations and logistics.

8.2 Contrast Supply Chain Management for goods versus services.

8.3 Describe the factors involved in planning, designing and supporting a global supply chain.

8.4 Assess the importance of sustainability and quality in Supply Chain Management.

8.5 Explain how the concepts of Lean and Continuous Improvement in Supply Chain Management can affect production, material management and customer service.

9. Explain the framework of personal finance.

Learning Objectives:

9.1 Summarize the steps to creating a financial plan.

9.2 Identify money management strategies.

9.3 Identify potential components in personal financial decisions.

9.4 Discuss factors that impact the selection of investments.

9.5 Describe common types of investments and explain how to measure return on investment.

OFFERED	LENGTH	COURSE DELIVERY OPTIONS
Classroom	7 Weeks	Spring/Summer
Classroom	14 Weeks	Fall Winter
Online	15 Weeks	Fall Winter Spring/Summer
