

# Seminar in Business Policy

BA 2000

Winter 2002

## Basic Information:

Instructor: Francois Fournier  
 Office: K222  
 Phone: 539-2230  
 Hours: By appointment. Monday and Friday mornings are best.  
 Text: There is no assigned text for this course.  
 Prerequisites: Students should have a minimum of 15 courses towards a BA diploma. If you are not at this stage, you must get my permission to take the course.

## Course Description:

This course attempts to integrate the many facets of business by involving students in a major practical project. In class time will be offered to these projects and to seminars in management processes.

## Course Objectives:

1. To serve as a capstone experience integrating various methods and insights from other disciplines.
2. To improve presentation and group facilitation skills.
3. To experience a major project involving "real life" risks and opportunities.
4. To develop project management skills.
5. To further develop group work skills.
6. To serve the College, Community, and/or Department via project work.

## Grading Scheme:

Major Project	40%
Seminars (2@15%)	30%
Final exam	20%
Seminar Participation	10%

## Tips for Succeeding in this Course:

1. Do not procrastinate with the major project. You cannot do your best work if everything is left to the last minute.
2. Be a team player. Others in your group are counting on you; do more than your share.
3. Apply the skills and knowledge you learned in your communication classes to your seminar presentations. Remember, your presentations must contain good information presented in an interesting manner.

4. Actively participate in the seminars, even if you are not presenting.
5. Maintain a Journal. Use it daily to record thoughts, activities, tasks assigned and completed, notes, etc. It is an asset in completing Progress reports and the Final Report.

#### **Details:**

##### 1. The Major Project

Most of the grade in this course is assigned to a major group project of which you will be assigned. The projects are:

1. Magic Marketing Tour
2. Business Conference
3. Market Research: SUN FM
4. Soccer Association Marketing Plan

Specific details will be distributed in class. The projects will require you to provide Progress Reports and a Final Report, all to be typed.

Also note, this is a GROUP Project. As such, you will be expected to be a team player. This involves positively contributing to both the content and progress of the group.

##### 2. Seminars

To facilitate good discussion and to allow class time for the major group project, the class time will be divide into seminar presentations and major group work. All students will be in attendance for each class.

You will be responsible for two 20-minute seminars. A list of seminar topics will be distributed in class.

##### 3. Class Participation

In addition to delivering two seminars, you will be required to attend and actively participate in the seminars delivered by the other members of the class.

Ten percent of your course grade will be determined by participation, 5 percent for attendance and 5 percent for constructive contribution to the discussion.

Missed seminars will result in an automatic 1 percent deduction to this mark.

##### 4. Final Exam

The Final Exam will test your comprehension of some of the seminar topics. The Exam will consist of essay questions of which you will have a choice of questions to answer.