

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

1.2 96

BA 2000 - SEMINAR IN BUSINESS POLICY

- INSTRUCTOR:** Tom Grainger
C301
539-2971 (office)
- TEXT:** The Popcorn Report, Faith Popcorn, Harper Business, 1992.
- It may be possible to share the Popcorn/Peters book. Each will be used weekly for when they are under discussion. The Stratplan Participants Guide may be shared by each Team but it is important that at least one copy per team be bought.
- PREREQUISITE:** It is assumed that students in this course will have completed approximately fifteen courses toward a Diploma. Any student who is not at this stage in the program requires the permission of the instructor.
- COURSE DESCRIPTION:** This course attempts to integrate the many facets of business by exposing students to a business game, feasibility study, strategic planning models and case studies. In-class time will be offered to these projects and to lecture/seminars in management processes.
- COURSE OBJECTIVES:** This course has many diverse objectives:
1. To serve as a capstone experience i.e. to integrate methods and insights from other disciplines.
 2. To involve students in the two major projects designed to actively engage them in real life risks and opportunities. These projects themselves must be managed and as such provide a laboratory to test and use class developed concepts.
 3. To be of service to the College and/or community via project work.

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4. To hone group work skills and to appreciate the necessity of pooling and integrating a diversity of talents and skills.
5. To foster leadership skills.

GRADING:

Feasibility Study	65%
Seminar Leadership	30%
Seminar Contribution	5%
	<u>100%</u>

COURSE CONTENT:

1. Guidelines for Feasibility Study are available. This is a major project demanding sustained and substantial effort. It is due the Friday before the second last week of classes. Ample in-class time will be provided for group meetings. Marks will be derived as follows:

Written Report: 60%

- * Oral Feedback 5%
- Discussion 65%

N.B. Peer evaluations will be required and may impact marks of individuals.

2. Seminar Leadership: Each student will be expected to lead 2 small group discussions based on text chapters. See attached handout.
- * Those students not attending the Annual Business Conference will be permitted to attend the feedback session but will get no grade. Non-attenders of the feedback session will get no grade.

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