

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 2000 - SEMINAR IN BUSINESS POLICY

- INSTRUCTOR: Tom Grainger
C301
539-2971 (office)
- TEXT: Clicking, Faith Popcorn, Harper Collins, 1996.
The Tom Peters Seminar, Tom Peters Vintage, 1994.
- It may be possible to share the Popcorn/Peters books. Each will be used weekly when they are under discussion.
- 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 major practical project or a feasibility study. 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 acquire and practise seminar leadership skills.

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COURSE OBJECTIVES:

- 3) To involve students in a major project 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.
- 4) To be of service to the College and/or community via project work.
- 5) To hone group work skills and to appreciate the necessity of pooling and integrating a diversity of talents and skills.

GRADING:

Feasibility Study	50%
Seminar Leadership	40%
Seminar Contribution	<u>10%</u>
	100%

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: 90% (90% of 50% = 45 Marks)

- * Oral Feedback/
Discussion: 10% (5 Marks)

- N.B.
1. Peer evaluations will be required and may impact marks of individuals.
 2. 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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3. Seminar Leadership: Each student will be expected to lead 2 small group discussions based on text chapters. See attached handout.

SEMINAR LEADERSHIP

Bearing in mind the course's title: "Seminar in Business Policy" and the need to enhance students' skills in providing leadership to small groups, each student will be required to lead two group discussions on the content of specified text chapters.

FORMAT

Group Size - 10 or fewer (this will help to diminish stress and allow for a dialogue)

Time Allowed - approximately 25 minutes

Marks 2 x 20 marks. Also seminar contribution marks will be assessed by me to seminar participants over the course of the semester.

Texts - chosen because they are relevant, widely read in the business community and illuminating on the business/environment interface. Readability and interest were additional factors

RESPONSIBILITIES

Seminar Leader

The half hour assigned to you can be a worthwhile and enjoyable one for your audience or it can be boring, tedious and valueless. The only variables that govern this are the time, energy thought that YOU put into preparation.

Let me suggest the following:

1. Know the chapter cold - underline, make notes in the margins, use numbering scheme etc.
2. Have the first minute memorized. After that, the terror subsides.
3. Have a plan but allow spontaneity if appropriate and valuable.
4. Don't "wing it" - have questions, intro, conclusion in a package.
5. Use time - start and finish on time - if getting no response, be QUIET
6. If I say 1 word without your inviting me to do so, ask me to be quiet. This is your show to manage as you see fit.

7. Suggested Format

- | | | | |
|----|--------------|---|------------|
| a. | Introduction | - why relevant
- "teasers" | 2 minutes |
| b. | Overview | - content and "bottom line" of chapter
- precis of author's main points | 8 minutes |
| c. | Discussion | - on implications and applications of text material
- on controversial and confusing text material | 14 minutes |
| d. | Conclusion | - reiterate main points | 1 minute |

8. Analyze Your Audience

- what are their information needs?
- what will be confusing, interesting to them?
- how bored will they be if I read this in a monotone? (VERY)
- will my enthusiasm be infectious? (YES)
- do they want me to "fall flat on my face and make a fool of myself?" (NO)

Seminar Participants

1. Read and think about the assigned chapters.
2. Be responsive to the requests and directions of the leader. Remember you, too, will be "sweating it out" at some point.