

**GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF ARTS, COMMERCE & EDUCATION**

**COURSE OUTLINE
MG2000 INTRODUCTION TO MANAGEMENT 3(3-0) UT (3)
FALL 2003**

INSTRUCTOR: Richard Beeson
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OFFICE: C306
OFFICE HOURS: 10:00 to 11:20 TR or by appointment
CLASS TIME: 08:30 to 09:50 MW.
PRE-REQUISITES: Junior English – three credits.

REQUIRED TEXT: William M. Pride, Robert J. Hughes, Jack R. Kapoor, and Brahm M. Canzer. Canadian Edition Business. Princeton, NJ: Houghton Mifflin Company, 1998.

TEXT USAGE: The textbook is used extensively throughout the course. Virtually every chapter is required reading.

COURSE DESCRIPTION:

This is an introductory course to the basic characteristics of Canadian business and management concepts. Through the review of the functions of management using a systems approach, modern management theory and practice are studied. The current issues of business ethics, environmental concerns, international management, women in management and political environment are reviewed.

COURSE OBJECTIVES:

Through completion of this course, students Will:

1. gain an understanding of the theory and practice of modern management and business;
2. become aware of the social and political environments in which Canadian business operates;
3. apply critical analysis to resolve complex management problems.

COURSE FORMAT:

MG 2000 consist of three hours of instructional time weekly. The class work will consist of lectures, class discussions, small group work, case studies, and student presentations. The schedule is demanding, and may be adjusted if necessary.

GRADE COMPOSITION:

The following tests and participation will determine your final grade:

1.	2 Midterms @ 20%	40%
2.	Participation / Assignments	10%
3.	Case / Paper & Presentation	20%
4.	Final Exam	30%

Unauthorized late assignments, if accepted, will have a 25% per day late penalty applied to the assignment grade.

You will be expected to complete various reading and writing assignments outside of class time.

ATTENDANCE:

Your attendance and participation are important to the success of this course. As well, you are responsible for obtaining any notes or handouts you may have missed due to an absence.

CASE ANALYSES:

The group assignment will consist of typed, 8-page maximum, double-spaced analyses of specified cases accompanied by 20-30-minute long presentations. The management situation posed in the case is to be systematically analyzed using the theoretical concepts and tools discussed in class and the textbook. Solutions and recommendations are to conclude the analysis.

Group presentations are to be conducted in a professional manner. Each presentation is to be followed by a general question-and-answer period where other students are expected to join the discussion. Case written work is due at the beginning of the lecture, the day of the presentation.

Presentations will be graded on such dimensions as organization, delivery and supporting material. The individual case assignment will be a hand-in analysis (typed, 8-page maximum double-spaced) of a specified case.

**MG 2000
CLASS SCHEDULE
FALL 2003**

<i>WEEK</i>	<i>TOPICS</i>	<i>READING</i>
1 (Sept. 3)	Course Introduction	
2 (Sept. 8/10)	Foundations of Business and Economic Systems	Ch. 1
2	Business Ethics and Social Responsibility	Ch. 2
3 (Sept. 15/17)	Forms of Business Ownership	Ch. 4
3	Small Business, Entrepreneurship, and Franchises	Ch. 5
4 (Sept. 22/24)	The Management Process	Ch. 6
4	Creating the Organization	Ch. 7
5 (Sept. 29/Oct. 1)	Production and Operations Management	Ch. 8
6 (Oct. 6/8)	Midterm	
6	People and Motivation in Business	Ch. 9
7 (Oct. 13/15)	Human Resources Management	Ch. 10
7	An Overview of Marketing	Ch. 12
8 (Oct. 20/22)	Product and Price	Ch. 13
8	Wholesaling, Retailing, and Physical Distribution	Ch. 14
9 (Oct. 27/29)	Promotion	Ch. 15
10 (Nov 3/5)	Midterm	
10	Business Research, MIS, and Computers	Ch. 16
11 (Nov 10/12)	Holiday	
	Accounting and Managerial Control	Ch. 17
12 (Nov. 17/19)	Money, Banking, and Credit	Ch. 18
	Financial and Risk Management	Ch. 19
13 (Nov. 24/26)	Securities Markets and Investments	Ch. 20
13	Business Law	Ch. 21
14 (Dec. 1/3)	Global Business	Ch. 3
	Union – Management Relations	Ch. 11
15 (Dec. 8/9)	Union – Management Relations	Ch. 11
	END OF CLASSES	

FINAL EXAMS

(Dec 9-21)

*Readings are from the Pride text.

Students will also be required to read / complete various additional handouts and exercises assigned throughout the term.