

**GRANDE PRAIRIE REGIONAL COLLEGE  
DEPARTMENT OF BUSINESS ADMINISTRATION & COMMERCE**

**COURSE OUTLINE  
MG2000 INTRODUCTION TO MANAGEMENT 3(3-0) UT (3)  
FALL 2007**

**INSTRUCTOR:** Richard Beeson  
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**OFFICE:** C301  
**OFFICE HOURS:** 10:00 to 11:00 TR or by appointment  
**CLASS TIME:** 08:30 to 09:50 MW.  
**PRE-REQUISITES:** Junior English – three credits.

**REQUIRED TEXT:** Ricky W. Griffin, Ronald J. Ebert, and Frederick A. Starke, Sixth Canadian Edition Upper Saddle River, NJ: Pearson Education Canada Inc. , 2007.

**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 consists of three hours of instructional time weekly. The class work will be comprised 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 2007**

<i><b>WEEK</b></i>	<i><b>TOPICS</b></i>	<i><b>READING</b></i>
1 (Sept. 10)	Course Introduction	
2 (Sept. 10/12)	Understanding the Canadian Business System	Ch. 1
2	Understanding the Environments of Business	Ch. 2
3 (Sept. 17/19)	Conducting Business Ethically and Responsibly	Ch. 3
3	Understanding Entrepreneurship, Small Business, & Ownership	Ch. 4
4 (Sept. 24/26)	Managing the Business Enterprise	Ch. 6
4	Midterm	
5 (Oct. 1/3)	Organizing the Business Enterprise	Ch. 7
6 (Oct. 8)	THANKSGIVING	
6 (Oct. 10)	Managing Human Resources	Ch. 8
7 (Oct. 15/17)	Understanding Labour-Management Relations	Ch. 9
7	Motivating and Leading Employees	Ch. 10
8 (Oct. 22/24)	Producing Good and Services	Ch. 11
8	Increasing Productivity and Quality	Ch. 12
9 (Oct. 29/Oct 31)	Managing Information Systems and Communications	Ch. 13
9	Understanding Accounting Issues	Ch. 14
10 (Nov 5/7)	Midterm	
10	Understanding Marketing Processes and Consumer Behaviour	Ch. 15
10 (Nov 11)	Remembrance Day	
11 (Nov 12)	No Classes	
11 (Nov 14)	Developing and Promoting Goods and Services	Ch. 16
12 (Nov. 19/23)	Pricing and Distributing Goods and Services	Ch. 17
12	Understanding Money and Banking	Ch. 18
13 (Nov. 26/28)	Understanding Securities and Investments	Ch. 19
13	Financial Decisions and Risk Management	Ch. 20
14 (Dec. 4/6)	Understanding International Business	Ch. 5
14	Presentations	
14 (Dec. 7)	END OF CLASSES	

**FINAL EXAMS**

(Dec 10-19)

\*Readings are from the Griffin text.

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