

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

W.  
1983-84

BA 200 - SEMINAR IN BUSINESS POLICY

TEXT: In Search of Excellence, Thomas J. Peters and  
Robt. H. Waterman, Jr., Fitzhenry and Whiteside  
Ltd., Toronto, 1982, paperback  
Megatrends, John Naisbitt, Warner Books,  
New York, 1984, paperback

PREREQUISITE: It is assumed that students in this course will  
have completed approximately fifteen courses towards  
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 lectures/seminars in  
management processes.

COURSE  
OBJECTIVES: This course has many diverse objectives:

- 1) To serve as a capstone experience ie. to integrate  
methods and insights from other disciplines.
- 2) To acquaint students with management roles and in  
particular with strategy formulation and  
implementation. The necessity of taking a global  
perspective will become obvious as the course  
progresses.
- 3) To involve students in 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.

BA 200 - SEMINAR IN BUSINESS POLICY

COURSE  
OBJECTIVES:

- 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.
- 6) To foster leadership skills.

GRADING:

Feasibility Study	50%
Business Game	25%
Seminar Leadership	20%
Seminar Contribution	5%
	100%

COURSE  
CONTENT:

The structure I envisage is:

Feasibility Study	- 1 hour/week
Business Game	- .5 hour/week
Lecture/Seminar	- 1.5 hours/week

NOTES:

- 1) Guidelines for Feasibility Study attached. 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 Defence: 10% (5 marks)

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

BA 200 - SEMINAR IN BUSINESS POLICY

- 2) Business Game: see attached handout
- 3) Seminar Leadership: each student will be expected to lead 2 small group discussions based on text chapters. See attached handout.

Please note the following:

- 1) Late assignments will be docked 10% per school day late and will not be marked after the third day late. Exceptional circumstances may warrant exceptions to this rule so please keep me informed.
- 2) Under no circumstances will business game input forms be accepted late.
- 3) Owing to the size of the project and my desire for quick feedback to students, the feasibility study must be typed.
- 4) Attendance will not be taken. Owing to the high proportion of group work in this course, I anticipate that peer evaluations will remedy any attendance problems. Classes will start on time.
- 5) Please don't be a stranger. My office hours are only a guide to my availability - feel free to wander in as you see fit.