

**GRANDE PRAIRIE REGIONAL COLLEGE  
DEPARTMENT OF BUSINESS ADMINISTRATION & COMMERCE  
COURSE OUTLINE  
MG2000 INTRODUCTION TO MANAGEMENT 3(3-0-0) UT (3)  
FALL 2010**

INSTRUCTOR: Charles A. Backman

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OFFICE: C413

OFFICE HOURS: TBD or by appointment

CLASS TIME: 08:30 to 09:50 MW; ROOM: E306

PRE-REQUISITES: Junior English – three credits.

REQUIRED TEXT: Business, Ricky W. Griffin, Ronald J. Ebert, and Frederick A. Starke, seventh Canadian Edition Upper Saddle River, NJ: Pearson Education Canada Inc. 2010.

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.

**TRANSFERABILITY:**

Athabasca University as ADMN 232

(3); UoC as BSEN 291 (3); Canadian UC as BUAD 2xx (3); UoA as BUS 3xx (3) or AU Option 2xx (3); Concordia UC as BUS 2xx (3); UoL as MGT 2xx (3)

Please check with the receiving institution for confirmation.

**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. Extensive use of powerpoint slides will be made. It is the student's responsibility to download the powerpoint presentation for the designated chapter.

**GRADE COMPOSITION:**

The following tests and participation will determine your final grade:

|  |     |  |
|--|-----|--|
| Participation/Assignments (no more than 5) | 15% | Various throughout term  |
| Mid-Term 1                                 | 20% | May be conducted in a computer lab using Blackboard (September 28) |
| Mid-Term 2                                 | 20% | May be conducted in computer lab using Blackboard (November 2)     |
| Case paper and presentation                | 20% | See below for details  |
| Final Exam                                 | 25% | TBD  |

Unauthorized late assignments, if accepted, will have a 10% per day late penalty applied to the assignment grade. If you believe that you have a legitimate reason for handing in an assignment or other deliverable, please contact the instructor before hand.

You will be expected to complete various reading and writing assignments outside of class time. Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department**

**Grading Conversion Chart**

| <b>Alpha Grade</b> | <b>4-point equivalent</b> | <b>Percentage guidelines</b> | <b>Designation</b>              |
|--------------------|---------------------------|------------------------------|---------------------------------|
| <b>A+</b>          | <b>4</b>                  | <b>90 – 100</b>              | <b>EXCELLENT</b>                |
| <b>A</b>           | <b>4</b>                  | <b>85 – 89</b>               |                                 |
| <b>A–</b>          | <b>3.7</b>                | <b>80 – 84</b>               | <b>FIRST CLASS<br/>STANDING</b> |
| <b>B+</b>          | <b>3.3</b>                | <b>76 – 79</b>               |                                 |
| <b>B</b>           | <b>3</b>                  | <b>73 – 75</b>               | <b>GOOD</b>                     |
| <b>B–</b>          | <b>2.7</b>                | <b>70 – 72</b>               |                                 |
| <b>C+</b>          | <b>2.3</b>                | <b>67 – 69</b>               | <b>SATISFACTORY</b>             |
| <b>C</b>           | <b>2</b>                  | <b>64 – 66</b>               |                                 |
| <b>C–</b>          | <b>1.7</b>                | <b>60 – 63</b>               |                                 |
| <b>D+</b>          | <b>1.3</b>                | <b>55 – 59</b>               | <b>MINIMAL PASS</b>             |
| <b>D</b>           | <b>1</b>                  | <b>50 – 54</b>               |                                 |
| <b>F</b>           | <b>0</b>                  | <b>0 – 49</b>                | <b>FAIL</b>                     |

**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, 15-page maximum, double-spaced analyses of specified cases accompanied by 20-30-minute long presentations. The presentations will take place at the end of term. 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.

**MG 2000 CLASS SCHEDULE**

| <b>Week Number</b> | <b>WEEK beginning with</b> | <b>COMMENTS</b>                | <b>LESSON</b>   | <b>TOPICS</b>   | <b>READINGS</b> |
|--------------------|----------------------------|--------------------------------|---|---|-----------------|
| 1                  | August 30                  | Classes begin Sept. 2 (Thurs.) | No Classes<br>First Week in MG2000                                |   |                 |
| 2                  | Sept. 6                    | Labour Day –<br>No Classes     |   |   |                 |
| 2                  | Sept. 8                    |                                | Course introduction & Introducing the contemporary business world | Review course outline and expectations;<br><br>Understanding the Canadian business system | Ch. 1           |
| 3                  | Sept. 13                   |                                | Introducing the contemporary business world                       | Understanding the environment of business   | Ch. 2           |
| 3                  | Sept. 15                   |                                | Introducing the contemporary business world                       | Conducting business ethically and responsibly   | Ch. 3           |
| 4                  | Sept. 20                   |                                | Introducing the contemporary business world                       | Understanding entrepreneurship, small business, and ownership                             | Ch. 4           |

|   |          |              |                          |   |       |
|---|----------|--------------|--------------------------|---|-------|
| 4 | Sept. 22 |              | The business of managing | Managing the business enterprise          | Ch. 6 |
| 5 | Sept. 27 | Exam #1      | Ch. 1, 2, 3, 4 and 6     |   |       |
| 5 | Sept. 29 |              | The business of managing | Organizing the business enterprise        | Ch. 7 |
| 6 | Oct. 4   |              | The business of managing | Managing human resources                  | Ch. 8 |
| 6 | Oct. 6   |              | The business of managing | Understanding labour-management relations | Ch. 9 |
| 7 | Oct. 11  | Thanksgiving |                          |   |       |

|    |         |         |                                     |  |        |
|----|---------|---------|-------------------------------------|--|--------|
| 7  | Oct. 13 |         | The business of managing            | Motivating and leading employees                         | Ch. 10 |
| 8  | Oct. 18 |         | Managing operations and information | Producing goods and services                             | Ch. 11 |
| 8  | Oct. 20 |         | Managing operations and information | Increasing productivity and quality                      | Ch. 12 |
| 9  | Oct. 25 |         | Managing operations and information | Managing information systems and communications          | Ch. 13 |
| 9  | Oct. 27 |         | Managing operations and information | Understanding accounting issues                          | Ch. 14 |
| 10 | Nov. 1  | Exam #2 | Ch. 7 - 14                          |  |        |
| 10 | Nov. 3  |         | Managing marketing                  | Understanding marketing processes and consumer behaviour | Ch. 15 |
| 11 | Nov. 8  |         | Managing marketing                  | Developing and promoting goods and services              | Ch. 16 |

|    |         |               |   |   |        |
|----|---------|---------------|---|---|--------|
| 11 | Nov. 10 |               | Managing marketing                          | Pricing and distributing goods and services | Ch. 17 |
| 12 | Nov. 15 |               | Managing financial issues                   | Understanding money and banking             | Ch. 18 |
| 12 | Nov. 17 |               | Managing financial issues                   | Understanding securities and investments    | Ch. 19 |
| 13 | Nov. 22 |               | Managing financial issues                   | Financial decisions and risk management     | Ch. 20 |
| 13 | Nov. 24 |               | Introducing the contemporary business world | Understanding international business        | Ch. 5  |
| 14 | Nov. 29 |               | GROUP DAY                                   |   |        |
| 14 | Dec. 1  | PRESENTATIONS |   |   |        |
| 15 | Dec. 6  | PRESENTATIONS |   |   |        |

### **WEEK TOPICS READING**

\*Readings are from the Griffin text.

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

Revise: August 20, 2010