

***Disclaimer:** This is a sample course outline and is subject to change. Official course outlines will vary depending on delivery format and instructor*

Territory Acknowledgement

We acknowledge and respect the lək'wəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W SÁNEĆ peoples whose historical relationships with the land continue to this day.

BMBA100: Business Administration

Course Description

This course introduces you to the nature and scope of decision making in business and provides an overview of the functional areas of management, marketing, human resources, finance, and operations. Using a case study approach, you will use business frameworks for defining and analyzing business problems and developing solutions and plans of action.

Learning Objectives

Upon completion of this course, you will be able to:

- Describe core functional areas of business and management and the integrative nature of those functional areas
- Demonstrate analytical and business decision-making skills in the areas of strategic management, marketing, human resources, finance and operations
- Apply the course materials to business situations in a business case
- Determine areas of interest for further study in business and management
- Apply global, cross-cultural, and Indigenous perspectives to business strategies, functions, and operations
- Identify and develop leadership skills required for leading successful business ventures
- Apply ethical perspectives, social responsibility, and sustainability to business strategies, functions, and operations

Resources

Textbook

- Business Essentials, Canadian Edition - 11th Cdn edition - Dracopoulos, Ronald J. Ebert, Ricky W. Griffin, Frederick A. Starke, G.

Weekly Schedule

Week	Content	Assignment(s) due
Week 1	Introduction to Business Administration – Ch. 1	Discussion Activity
Week 2	Business and Society – Ch. 3	
Week 3	Values, Sustainability and Social Responsibility, Introduction to Strategic Management – Ch. 2	Assignment #1 Due (Individual)
Week 4	Strategic Management: Tools and Techniques – Ch. 2 & 4	Discussion Activity
Week 5	Introduction to Marketing Management – Ch. 12	
Week 6	Marketing Management – Ch. 13	
Week 7	Human Resource Management – Ch. 8 & 9	Assignment #2 Due (Individual) Participation Quiz
Week 8	Managing Diversity and Inclusion	Discussion Activity
Week 9	Introduction to Financial Management – Ch 14 & 15	
Week 10	Finance Management – Ch 14 & 15	Finance Quiz
Week 11	Operations Management – Ch. 10	Discussion Activity
Week 12	Integrating Functions – Ch. 6	
Week 13	Conclusion and Group Presentations	Assignment #3 Due (Group)

Assignments & Evaluation

Assignment	Description of Assignment	Weight
Assignment #1	In this assignment, you will examine an issue related to ethics in business and you will create a short informational slide presentation in MS PowerPoint.	25%
Assignment #2	This assignment has you apply the concepts and information you learned in Units 3 and 4 on strategic analysis, specifically PEST and SWOT, and in Unit 5 on marketing, market segmentation and marketing mix strategies.	15%
Quiz	This finance assignment requires you to compute a variety of calculations to complete missing information in financial statements and to calculate specific financial ratios. There are also a few conceptual multiple choice and other format questions to assess your foundational finance unit knowledge. This assignment is administered as an open book quiz that you will have two hours to complete.	15%
Assignment #3 - Capstone Report	Prepare an analysis of Bombardier https://bombardier.com/en an international giant in transportation manufacturing based in Canada. Apply the concepts and theories discussed throughout the course to answer the following questions. Remember to review the instructions on completing case assignments provided at the beginning of this course. Imagine your team has been hired as consultants to analyze the situation and to provide recommendations to the owner.	15%
Assignment #3 - Capstone Presentation	Each group will deliver a 10-minute presentation (time-limited) to pitch their solution to the executive team. Groups will explain their key findings and recommendations in the presentation. All group members are expected to be present for and participate in the presentation. Remember that this is an executive presentation, and you need to decide what to include to support your findings and recommendations within the time limit. The presentation is treated with the same importance as a final exam.	10%
Participation		20%

Usage of GenAI

Please be advised that in this course you are **not authorized** to use any form of generative AI. In order to successfully complete course activities, **generative AI is not required nor welcomed**. Students should not make any use of generative AI tools such as ChatGPT, Grammarly, among others that use AI for content generation and editing. As the University of Victoria states in its Academic Integrity Policy “Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility.”. Therefore, I expect you to comply with the course syllabus and I encourage you to enhance your academic experience in this course by refraining from using generative AI.

Attendance Requirements

The course emphasizes **active engagement, collaborative teamwork, and hands-on learning**. Attendance is crucial and considered mandatory for all participants for all sessions (full 3 hours) of the course. Please inform your instructor in advance if you're unable to attend any class sessions. Please note that missing more than one session (3 hours) requires a valid and sufficient reason for absence with verifiable circumstances that substantially prevent your attendance. Your commitment to active participation significantly contributes to your learning experience in this course.

Participation Expectations

- Instructors will track attendance and participation throughout the term. Students who do not attend class may be assigned an “N” grade for the course. Attendance will be taken within the first 15 minutes of class and may be taken later as a second check.
- **If you arrive later than 15 minutes, the door will be closed. Please wait until breaktime to enter the class.**
- Instructors can assign a **final grade of N or refuse** a student to **write a final exam, final assignment, or any assignment that follows multiple absences** or misconduct **if a learner has failed to meet the course's minimum attendance requirements** as identified above. They may also refuse admission to a lecture, learning activity, assignment, or exam because of lateness, misconduct, inattention, or failure to meet the responsibilities of the course noted in this outline.
- The instructor reserves the right to not grade assignments submitted by students who have not maintained regular attendance and participation, and a zero grade being assessed for non-submission.
- Missing **more than one session (3 hours)** requires a valid and sufficient reason for absence.
- Arrive on time and remain for the full session; leaving without permission will be marked **absent**. Please note that work schedule conflicts as well as car, bus, carpooling, or ferry delays are generally not accepted as sufficient reasons for absence beyond the one-session limit.
- Students are expected to actively interact with **course materials, peers, and instructors**, including contributing to discussions and teamwork.
- Students are expected to complete assignments and assessments on time and submit work by the due date.
- **Technology use** (cell phones, tablets, laptops, smart glasses/ watches) must be limited to course-related activities only.
- Participation includes respectful active listening, not just talking.
- This course is delivered in a collaborative, discussion-based learning environment. Students are expected to demonstrate respectful and attentive behaviour at all times.

- University policy allows an instructor to refuse a student admission to class because of lateness, misconduct, disruptive behaviour, inattention, or failure to meet the responsibilities of the course.
- It is students' responsibility to be familiar with the criteria in which they are being assessed for this course. Please refer to the specific information under each assessment.

Group Participation Expectations

- Active participation in group work and meetings is required. Students who fail to attend or contribute to group work may be removed from their group, at the instructor's discretion, and deemed ineligible to participate in or receive marks for the group project, including the group presentation.

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