

Course Outlines

Introductory Level Business Courses

Gustavson School of Business

University of Victoria

Academic Term 2013/2014



University
of Victoria

Peter B. Gustavson
School of Business

Fall Term (September to December)

Course	Title
Com 206B	Business English & Communication Level II
Com 220	Organizational Behaviour
Com 250	Fundamentals of Marketing
Com 270	Financial & Managerial Accounting (Pre-requisites for COM 240 Spring)
Com 390	Canadian Business Environment (Credit will be granted for only one of 290,390)
IB 301	International Environment of Business
ENT 402	Entrepreneurship & Small Business

Spring Term (January to April)

Course	Title
Com 206C	Business English and Communications Level III
Com 220	Organizational Behaviour (Credit will be granted for only one of 220)
Com 240	Management Finance (Pre-requisites: COM 270)
Com 250	Fundamentals of Marketing (Credit will be granted for only one of 250)
Com 290	Introduction to Canadian Business
IB 301	International Environment of Business
ENT 402	Entrepreneurship & Small Business

Summer Term (May to August)

Course	Title
Com 220	Organizational Behaviour (Credit will be granted for only one of 220)
Com 240	Management Finance (Co-requisites: COM 270)
Com 250	Fundamentals of Marketing (Credit will be granted for only one of 250)
Com 270	Financial and Managerial Accounting (Credit will be granted for only one of 270)
ENT 402	Entrepreneurship & Small Business

Com 206B: Business English and Communications Level II

Development and enhancement of skills in written business communication, oral business communication, and non-verbal communication. Students will learn how to develop efficient use of verbal and non-verbal skills in business situations; be able to use language to convey specific messages to intended audiences; develop and use techniques for information management.

Com 206C: Business English and Communications Level III

Development and enhancement of skills in written business communication, oral business communication, and non-verbal communication. Students will learn how to develop efficient use of verbal and non-verbal skills in business situations; be able to use language to convey specific messages to intended audiences; develop and use techniques for information management.

Concentration is on pronunciation, building vocabulary and comprehension of complex literature.

Com 220: Organizational Behaviour

Introduction to behavioural concepts and tools that will assist the manager in both understanding behaviour in organizations and improving organizational effectiveness. Topics include individual motivation, perception and communication, managerial roles, schools of management theories, group processes and team work, leadership, supervision, and introduction to organizational structure, processes, and culture.

Com 240: Management Finance

An introduction to corporate financial management. Provides a framework, concepts, and tools for analyzing financial decisions. Main topics include discounted cash flow techniques, financial statement analysis, capital budgeting, valuation of stocks and bonds, tax environments, risk and return tradeoffs, diversification, capital market efficiency, and an introduction to international finance issues.

Com 250: Fundamentals of Marketing

Product design and management, distribution channels, and marketing communications are examined as key elements of the marketing mix. Consumer buyer behaviour, sales force management, and marketing research are other topics to be reviewed.

Com 270: Financial and Management Accounting for Specialists

Introduction to the construction and interpretation of financial statements and the development and use of accounting information for management planning and control, including the development of cost information.

Com 290: Introduction to Canadian Business

An overview of the Canadian business system. An examination of the economic, geographical, historical, legal, and political factors. Examples may include the business functions of production, marketing, finance and human resources. Emphasis on management case studies, oral presentations and working in groups.

Com 390: Canadian Business Environment

An examination of the cultural, economic, geographical, historical, legal, and political factors influencing the environment of doing business in Canada.

IB 301: International Environment of Business

Aspects of the global business environment with emphasis on the reasons for international trade, economic structure of the world marketplace, and the important trading relations among nations.

ENT 402: Entrepreneurship and Small Business for the Non-specialists

The impact of entrepreneurship and the function of the entrepreneur in new venture creation. A framework is developed which incorporates marketing feasibility studies and financial analysis into a comprehensive business plan. The business venture is examined with respect to financial planning, marketing, management, and tax decisions at the various stages of the business life cycle.

Course Outlines

Advanced and Introductory Level Business Courses

Gustavson School of Business

University of Victoria

Academic Term 2013/2014



University
of Victoria

Peter B. Gustavson
School of Business

Fall Term (September to December)

Course	Title
Com 206B	Business English and Communication Level II
Com 220	Organizational Behaviour
Com 250	Fundamentals of Marketing
Com 270	Financial & Managerial Accounting (Pre-requisites for COM 240 Spring)
Com 302	Business Law
Com 390	Canadian Business Environment (Credit will be granted for only one of 290,390)
Com 400	Strategic Management
Com 402	Legal Issues in Management (Credit will be granted for only one of 402, 302)
Com 410	Leadership Strategies
Com 425	Taxation for Managers (Pre-requisites: 270 or 315)
Com 435	Corporate Relations
Com 446	Investment
Com 450	Selected Topics in Management: Topics To Be Announced
IB 301	International Environment of Business (Credit will be granted for only one of 301, 361)
IB 405	Sustainable Communities
IB 415	Cross-National Management (IB 415, 416, 417 must be taken concurrently)
IB 416	International Marketing (IB 415, 416, 417 must be taken concurrently)
IB 417	International Finance (IB 415, 416, 417 must be taken concurrently)
ENT 402	Entrepreneurship & Small Business

Spring Term (January to April)

Course	Title
Com 206C	Business Communications
Com 220	Organizational Behaviour (Credit will be granted for only one of 220, 321)
Com 240	Management Finance (Pre-requisites: COM 270)
Com 250	Fundamentals of Marketing (Credit will be granted for only one of 250, 351)
Com 290	Introduction to Canadian Business (Credit will be granted for only one of 290, 390)
Com 302	Business Law
Com 400	Strategic Management
Com 402	Legal Issues in Management (Credit will be granted for only one of 402, 302)
Com 410	Leadership Strategies
Com 435	Corporate Relations and Responsibilities
Com 450	Selected Topics in Management: Topics To Be Announced
IB 301	International Business
ENT 402	Entrepreneurship & Small Business
SMGT 415	Services Marketing (SMGT 415, 416, 417 must be taken concurrently)
SMGT 416	Operations & Quality Management (SMGT 415, 416, 417 must be taken concurrently)
SMGT 417	Human Resource Management (SMGT 415, 416, 417 must be taken concurrently)

Summer Term (April to August)

Course	Title
Com 220	Organizational Behaviour (Credit will be granted for only one of 220, 321)
Com 240	Management Finance (Co-requisites: COM 270)
Com 250	Fundamentals of Marketing (Credit will be granted for only one of 250, 351)
Com 270	Financial and Managerial Accounting (Credit will be granted for only one of 270, 315, 316)
Com 400	Strategic Management
Com 402*	Legal Issues in Management (Credit will be granted for only one of 402, 302)
Com 410	Leadership Strategies
Com 425*	Taxation for Managers (Pre-requisites: 270 or 315)
Com 426*	Management Accounting II
Com 435*	Corporate Relations and Responsibilities
Com 445*	Corporate Finance
Com 446*	Investment
Com 450	Selected Topics in Management: Topics To Be Announced
Com 495	Marketing Communications
ENT 402	Entrepreneurship & Small Business
ENT 410	Venture Market Expertise (ENT 410, 411, 412, 413 must be taken concurrently)
ENT 411	Venture Plan/Finance Expertise (ENT 410, 411, 412, 413 must be taken concurrently)
ENT 412	Acquiring Expert Venture Cognitions (ENT 410, 411, 412, 413 must be taken concurrently)
ENT 413	Portfolio Practicum (ENT 410, 411, 412, 413 must be taken concurrently)
IB 409	Selected Topics in International Business: Topics To Be Announced
IB 415	Cross-national Management (IB 415, 416, 417 must be taken concurrently)
IB 416	International Marketing (IB 415, 416, 417 must be taken concurrently)
IB 417	International Finance (IB 415, 416, 417 must be taken concurrently)
SMGT 415	Services Marketing (SMGT 415, 416, 417 must be taken concurrently)
SMGT 416	Operations & Quality Management (SMGT 415, 416, 417 must be taken concurrently)
SMGT 417	Human Resource Management (SMGT 415, 416, 417 must be taken concurrently)

* Elective courses: not offered every summer term.

Com 206B: Business English and Communications Level II

Development and enhancement of skills in written business communication, oral business communication, and non-verbal communication. Students will learn how to develop efficient use of verbal and non-verbal skills in business situations; be able to use language to convey specific messages to intended audiences; develop and use techniques for information management.

Com 206C: Business English and Communications Level III

Development and enhancement of skills in written business communication, oral business communication, and non-verbal communication. Students will learn how to develop efficient use of verbal and non-verbal skills in business situations; be able to use language to convey specific messages to intended audiences; develop and use techniques for information management. Concentration is on pronunciation, building vocabulary and comprehension of complex literature.

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Introduction to behavioural concepts and tools that will assist the manager in both understanding behaviour in organizations and improving organizational effectiveness. Topics include individual motivation, perception and communication, managerial roles, schools of management theories, group processes and team work, leadership, supervision, and introduction to organizational structure, processes, and culture.

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Product design and management, distribution channels, and marketing communications are examined as key elements of the marketing mix. Consumer buyer behaviour, sales force management, and marketing research are other topics to be reviewed.

Com 270: Financial and Management Accounting for Specialists

Introduction to the construction and interpretation of financial statements and the development and use of accounting information for management planning and control, including the development of cost information.

Com 290: Introduction to Canadian Business

An overview of the Canadian business system. An examination of the economic, geographical, historical, legal, and political factors. Examples may include the business functions of production, marketing, finance and human resources. Emphasis on management case studies, oral presentations and working in groups.

Com 302: Business Law

Examines a number of legal principles that affect businesses and other organizations (e.g. non-profit organizations) in our society. Topics include the law of tort, contract, business organizations and property. Focuses on specialized areas such as the law of negligence, international business transactions, employment contracts, intellectual property and fiduciary obligations.

Com 390: Canadian Business Environment

An examination of the cultural, economic, geographical, historical, legal, and political factors influencing the environment of doing business in Canada.

Com 400: Strategic Management

A series of integrative management case studies that illustrate the application and integration of management functions. Focuses on organizational strategy and strategic management including the process of choosing and defining goals, formulating and implementing strategies, and monitoring strategic performance. Normally students are required to take this course in their final academic term.

Com 402: Legal Issues in Management

An examination of several aspects of commercial law that is particularly relevant to those who own, manage, or are employed by a business enterprise. Subjects that will be addressed include common law doctrines (such as contract and negligence), legislation (such as the Business Corporations Act) and other legal principles that affect business decision making in a global environment.

Com 410: Leadership Strategies

An examination of leadership in a variety of environments: corporate, the military, and the public sector. Identifies the characteristics of a leader and instills an interest in and awareness of this vital organizational skill. Includes a review of leadership research from a historical perspective as well as current theory on transformational leadership. Experiential exercises, case studies and role playing techniques are employed to demonstrate leadership skills.

Com 425: Taxation for Managers

Reviews the fundamentals of the income tax system for all taxpayers. It then examines tax planning techniques that maximize cash flow and return on investment. While the course emphasizes business decisions, it also includes personal financial planning issues.

Com 426: Management Accounting II

Focuses on the key tools that management accounting brings to decision making. It covers both the quantitative and qualitative aspects in an effective management control system including such topics as cost behaviour, cost allocation; activity based costing, flexible budgeting and variance analysis. In addition, the balanced scorecard, variable and absorption costing models, and alternative inventory management systems are examined.

Com 435: Corporate Relations & Responsibility

Examines the relations of a corporation to its stakeholders - customers, stockholders, government, unions and society at large. Especially important are a firm's code of ethics and conduct, written and unwritten, which governs its relationships and spells out its responsibilities to its various publics. Students will study and discuss a number of cases which illustrate how a variety of organizations have responded to this challenge.

Com 445: Corporate Finance

Serves as a continuation of the introductory finance course to more advanced applications of the techniques, concepts, and tools of corporate finance. Main topics include short- and long-term financial management, cost of capital, capital structure, financial leverage, dividends policy, working capital management, leasing, mergers and acquisitions, and the use of derivatives for risk management.

Com 446: Investment

Covers the fundamental principles that are crucial to understanding the securities traded in international financial markets. The main topics include market structure, information efficiency, and asset pricing models, valuation and trading of stocks, bonds, options and futures.

Com 450: Selected Topics in Management

The course content will reflect the interests of the faculty members and current issues in business and industry. Topics may include non-traditional forms of work organizations, leadership, organizational development, and development of managerial skills.
(Topics varies from term to term, detailed course outline will be available near course registration time)

Com 495: Marketing Communications

Analysis of approaches to advertising, personal selling and sales management. Based on relevant concepts of communication theory and current business practice. The course will alternate periodically in its emphasis on advertising and personal selling and sales management.

ENT 402: Entrepreneurship and Small Business for the Non-specialists

The impact of entrepreneurship and the function of the entrepreneur in new venture creation. A framework is developed which incorporates marketing feasibility studies and financial analysis into a comprehensive business plan. The business venture is examined with respect to financial planning, marketing, management, and tax decisions at the various stages of the business life cycle.

ENT 410: Venture Marketing Expertise

As part of the integrated Entrepreneurship Core Semester, this course material is designed to help students to develop the conceptual tools and techniques needed for market scanning, opportunity recognition, product development, market acceptance, and the establishment and maintenance of venture stakeholder relationships. This element of the Entrepreneurship area of concentration will help students to develop skills in identifying and building the market relationships upon which successful entrepreneurship is based.
(ENT 410, 411, 412, 413 must be taken concurrently)

ENT 411: Venture Planning/Finance Expertise

As part of the integrated Entrepreneurship Core Semester, this course material is designed to help students develop the conceptual tools and techniques necessary to identify critical venture attributes and processes, and the consequent financial outcomes of venture creation decisions. This element of the Entrepreneurship area of concentration will help students to develop skills in recognizing the decision points and enacting the choice patterns that lead to relevant venture outcomes.
(ENT 410, 411, 412, 413 must be taken concurrently)

ENT 412: Acquiring Expert Venture Cognitions

As part of the integrated Entrepreneurship Core Semester, this course is designed to provide an overarching conceptual framework within which to integrate the other course materials that students encounter within the Entrepreneurship specialization. Students examine the process and content (sequence and norms) of New Venture Expert Scripts, creating their own master and sub-scripts that enable them to become independent economic actors. Students create individual verbal and written searching, screening, planning, financing, start-up and harvesting scripts. (ENT 410, 411, 412, 413 must be taken concurrently)

ENT 413: Portfolio Practicum

As part of the integrated Entrepreneurship Core Semester, this course helps students to further integrate into practice the concepts experienced within the Entrepreneurship specialization. Students participate in industry tours, networking sessions, start-up experiences, visits from guest speakers, case studies and industry immersions. From these experiences, students create a portfolio that demonstrates to instructors, investors and other stakeholders their mastery of new venture skills and abilities, and the practical integration of knowledge sets acquired in the Entrepreneurship Program. (ENT 410, 411, 412, 413 must be taken concurrently)

IB 301: International Environment of Business

Aspects of the global business environment with emphasis on the reasons for international trade, economic structure of the world marketplace, and the important trading relations among nations.

IB 405: Sustainable Communities

Critically examines the global landscape in which business operates, with attention paid to social, political, economic and cultural issues, and considers the role that might be played by business in developing sustainable local societies.

IB 415: Cross-National Management

An analysis of the influence of national culture on managerial practices, including the issues surrounding the transferability of such managerial practices. (IB 415, 416, 417 must be taken concurrently)

IB 416: International Marketing

Opportunities, characteristics, and trends in foreign markets as well as strategies and problems of adapting marketing concepts and methods in international settings. (IB 415, 416, 417 must be taken concurrently)

IB 417: International Finance

Financial problems of multinational business; international financial environment; long-term capital commitment to an international venture; financial techniques for firm operation. (IB 415, 416, 417 must be taken concurrently)

SMGT 415: Service Marketing Management

Focuses on what it takes to successfully design and deliver a superior experience to customers. Among the topics covered are: service design, integrated marketing communication, customer loyalty and relationship management; managing customer participation, service pricing and understanding consumer decision making. (SMGT 415, 416, 417 must be taken concurrently)

SMGT 416: Service Operations and Quality Management

Explores the key challenge in managing specific service processes and also considers quality management frameworks and principles. Topics to be examined are: defining and measuring service quality, quality economics and customer worth, designing and planning for service quality, QFD and the House of Quality, service capacity planning and waiting line management, service control and service quality improvement. (SMGT 415, 416, 417 must be taken concurrently)

SMGT 417: Service Human Resource Management

In services companies, the interaction between the customer and the employee is both an opportunity and a challenge for management. An examination of the unique aspects of building an excellent human resource management system in hospitality and services. Topics include: the role of the servant leader, creating a service culture, attracting, developing and retaining high performers, reward systems in service organizations and designing systems to support service delivery. (SMGT 415, 416, 417 must be taken concurrently)
