



## Business Management Review – MGMT 411

### Business Management Program

### Course Outline

COURSE IMPLEMENTATION DATE: Pre 1998  
OUTLINE EFFECTIVE DATE: January 2022  
COURSE OUTLINE REVIEW DATE: September 2027

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#### GENERAL COURSE DESCRIPTION:

This is an intensive capstone course intended to pull together all the subjects covered in the Business Administration Diploma Program. This course is designed to involve the student in running a business in a team environment and to show how it all comes together by utilizing a computerized business simulation. Students design and present a business plan to a board of directors; make operating, financial, marketing and human resource decisions; and prepare business reports.

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**Program Information:** This is a required course in the final semester of the Accounting, General Management and Marketing diploma programs.

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**Delivery:** This course is delivered face-to-face and online.

**COTR Credits:** 3

**Hours for this course:** 45 hours

#### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
<b>Total</b>	45

#### Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
<b>Total</b>	N/A

**Course Outline Author or Contact:**

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Signature**APPROVAL SIGNATURES:**

Department Head

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Department Head Signature\_\_\_\_\_  
Dean Signature

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Valid from: January 2022-September 2027

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Education Council Approval Date**COURSE PREREQUISITES AND TRANSFER CREDIT:**

**Prerequisites:** Completion of at least three semesters (15 courses) towards diploma; this course is taken in final semester before graduating with a diploma.

**Corequisites:** N/A

**Flexible Assessment (FA):**

Credit can be awarded for this course through FA

 Yes No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

**Transfer Credit:** For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Students should also contact an academic advisor at the institution where they want transfer credit.

**Prior Course Number:** BUAD 299 ⇔⇔ MGMT 411

**Date changed:** June 2010

## Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

- Airline - The Strategy Simulation, Smith, Golden, Deighan, Interpretive Simulations, Charlottesville, Virginia, USA.
- Mastering Strategic Management – Evaluation and Execution, 1<sup>st</sup> Canadian Edition, Janice Edwards, Dave Ketchen, Jeremy Short and David Try., 2014. Download this book free at <http://open.bccampus.ca>

*Please see the instructor's syllabus or check COTR's online text calculator <http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.*

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## LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

- apply and integrate knowledge acquired in all previous courses taken to make sound business decisions;
- recognize the importance and impact of values, vision and mission statements; create one and ensure it is cohesive with the strategy chosen;
- assess the importance of environmental scanning/internal and external analysis to strategy formulation;
- formulate, execute and evaluate a business strategy (corporate versus business strategy) on each of the functional areas of a business entity;
- recognize the pitfalls of planning and control to demonstrate successful solutions to business problems;
- synthesize business processes for corporate social responsibility and know the dimensions of corporate social performance;
- critique the ethical issues involved in managing a business, focusing more on the sustainability of its business practices; assess the effect of those decisions;
- recognize the key elements of effective corporate governance;
- explain how the different functional areas of a business fit together;
- describe the relationship between the macro environment and a business;
- analyze business issues, problems, and opportunities and make appropriate business decisions;
- formulate and execute a business strategy on each of the functional areas of a business entity;
- apply the theory of business strategies consistently to a strategic plan;
- use the 4 P's (price, product, promotion and place) theory when making organizational decisions;
- create measurable goals and objectives with a strategic plan and effectively report out results;
- consider and create a plan for returns to shareholders in a strategic plan and clearly report results;
- demonstrate how marketing is integral to overall strategy;
- demonstrate effective communications, and appreciate the role and importance of teamwork;
- recognize the significance of the impact of values and culture in organizational performance;
- critique the ethical issues involved in managing a business, focusing more on the sustainability of its business practices; and assess the effect of those decisions; and
- prepare and present well-organized operating and financial reports to a group of shareholders.

**COURSE TOPICS:**

- Accounting
- Finance
- Management
- Marketing
- Economics
- Operations
- Human Resources
- Research and Development

*See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.*

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**EVALUATION AND ASSESSMENT:**

<b>Assignments</b>	<b>% Of Total Grade</b>
Strategic Plan / Management Report	40%
Oral Presentation	20%
Quiz	15%
Simulation Performance	10%
Cases / Reports	10%
Simulation Peer Evaluation	<u>5%</u>
Total	100%

*Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.*

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**EXAM POLICY:**

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

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## COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

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## ACADEMIC POLICIES:

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

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## COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.