

DISCLAIMER: This course outline is only a sample and is subject to change. Course materials, assignments, dates, and weighting will vary depending on delivery format and instructor.

Territory Acknowledgement

We acknowledge and respect the ləkʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and WSÁNEĆ peoples whose historical relationships with the land continue to this day.

Business Administration

BMBA 100

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 Outcomes

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

Resources

There is a required textbook for this course:

Business Essentials, Canadian Edition - 10th Cdn edition - Dracopoulos, Ronald J. Ebert, Ricky W. Griffin, Frederick A. Starke, G. – Pearson Publishing E-text (E-text with MyLab is optional)

To purchase, please visit the UVic Bookstore's booklist 3-4 weeks before your course begins and enter your course code (BMBA100) at <https://www.uvicbookstore.ca/text>.

Weekly Schedule

Week	Topics	Readings and Activities
Week 1	Introduction to Business Administration	Forum Posting: Introduction
Week 2	Business and Society	Assignment #1 (Individual)
Week 3	Values, Vision, Mission, Sustainability and Social Responsibility	
Week 4	Strategic Management	Assignment #2 (Individual)
Week 5	Introduction to Marketing Management	
Week 6	Marketing Management	Assignment #3 (Group)
Week 7	Human Resource Management	Participation Quiz
Week 8	Managing Diversity and Inclusion	Forum Posting: Reflection
Week 9	Introduction to Financial Management	
Week 10	Finance Management	Assignment #4 (Individual)
Week 11	Introduction to Operations Management	Assignment #5 Written Submission (Group)
Week 12	Integrating Functions and Conclusions	
Week 13	Group Presentation	Assignment #5 Class Presentation (Group)

Evaluation

Assignment	Due Date and Time	Mark
#1	Week #2	15%
#2	Week #4	15%
#3 (group)	Week #6	15%
#4	Week #10	15%
#5 (group)	Week #12	25%
Participation	Throughout the course	15%
Total		100%

Assignments

Assignment 1 | Ethics - Informational Presentation

Individual assignment

Grade: 15% of final grade

Suggested start date: Monday, Week 2

Due date: 11:55 p.m. PT, Sunday, Week 2

Assignment 2 | Strategy Case Assignment

Individual assignment

Grade: 15% of final grade

Suggested start date: Monday, Week 4

Due date: 11:55 p.m. PT, Sunday, Week 4

Assignment 3 | Marketing Case Study

This is a group assignment. Your instructor will assign you to a group of 5 learners.

Grade: 15% of the final grade

Suggested start date: no later than Wednesday, Week 5

Due date: 11:55 p.m. PT, Sunday, Week 6

Assignment 4 | Finance

Individual assignment

Grade: 15% of final grade

Suggested start date: no later than Wednesday, Week 9

Due date: 11:55 p.m. PT, Sunday, Week 10

Assignment 5 | Capstone Group Project

Group assignment

Grade: 25% of final grade

Due date: 11:55 p.m. PT, Sunday, Week 13