

**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, finance, marketing, and organizational behaviour. Using a business case approach, you will develop a personal framework 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 the many of the functional areas of business and management and the integrative nature of those functional areas
- Demonstrate analytical and business decision-making skills
- Apply the course materials to business situations in a business case
- Determine interest in further study in business and management
- Apply global, cross-cultural, and Indigenous perspectives to business strategies, functions, and operations
- Identify and develop personal leadership skills required for leading successful business ventures
- Apply ethical, social, and sustainable responsibility to business strategies, functions, and operations

#### Resources

Resource 1: 'BMBA 100 Digital Course Readings'. This digital resource will be available exclusively through the UVic Bookstore. 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> ).

Resource 2: In addition to the Digital Course Readings, this course will also require a free Open Education Resource (OER) which can be accessed by visiting the following site:

<https://ecampusontario.pressbooks.pub/businessfuncdn/>

## Weekly Schedule

Week	Topics
Week 1	Introduction to Business Administration
Week 2	Business and Society
Week 3	Values, Sustainability and Social Responsibility
Week 4	Introduction to Financial Management
Week 5	
Week 6	
Week 7	Human Resource Management
Week 8	Managing Diversity and Inclusion
Week 9	Introduction to Marketing Management
Week 10	
Week 11	Operations Management
Week 12	Introduction to Strategic Management
Week 13	
	Conclusion

## Evaluation

Assignment	Due Date and Time	Mark
Participation Activities	Sunday of Week 1 Sunday of Week 3 Sunday of Week 6 Sunday of Week 10	20%
Assignment 1	Sunday of Week 2	15%
Assignment 2	Sunday of Week 5	15%
Assignment 3 (Group)	Sunday of Week 7	15%
Assignment 4	Sunday of Week 9	20%
Assignment 5 (Group)	Sunday of Week 13	15%
	<b>Total</b>	<b>100%</b>

## 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 3 | Diversity and Inclusion - Telkom Case GROUP ASSIGNMENT

*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 7

**Due date:** 11:55 p.m. PT, Sunday, Week 7

### Assignment 4 | Beyond the Bean Case

**Grade:** 20% of final grade

**Suggested start date:** no later than Wednesday, Week 8

**Due date:** 11:55 p.m. PT, Sunday, Week 9

### Assignment 5 | Marten Arts Gallery Case GROUP ASSIGNMENT

*Group assignment*

**Grade:** 15% of final grade

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