

Introduction to Business Administration

Lecturer	Michael Wade
Institution	Seneca College
Email	Michael.wade@senecacollege.ca

Course Description:

This course is designed to provide students with an introduction to business and management in a globalised world. Through readings and international case studies students will explore a wide range of topics in contemporary business: how to start a business, incorporation, supply and demand, marketing, entrepreneurship, the stock market, corporate finance and banking, international business, how to be an effective manager, information and communication technology, human resources, production, and the importance of ethics and social responsibility. This course builds a foundation for further studies in business and helps students develop the business knowledge and skills they will need in their everyday lives.

Materials/Text:

The textbook for this course is a free OER (Open Educational Resource) book:

Wade, Michael (2019). Introduction to Business, Adapted for Seneca College, BAM 101. Seneca College, <https://infoliteracy.senecacollege.ca/OER/BAM101/BAM101final.pdf>

The professor will supply all other printed and online materials that will be needed in the course.

Requirements:

This is an introductory course that has no prerequisites.

1. Regular attendance and participation in class discussion is required
2. Completion of all exercises, homework and assignments is required, homework must be submitted on time
3. Mobile phone and electronic devices are prohibited in the classroom except in classroom exercises directed by the professor

Schedule:

Class 1: Introductions and Course Overview

Class 2: Types of economies, GDP, unemployment, inflation

Class 3: Supply and demand, mergers and acquisitions

Class 4: Business ethics, stakeholders, corporate social responsibility
Class 5: International business, strategies for going global
Class 6: Sole proprietorships, partnerships, corporations, franchising
Class 7: Midterm
Class 8: Entrepreneurship, business plan, venture capital
Class 9: Team presentations
Class 10: Management, leadership styles
Class 11: Money and banking, IMF, World Bank
Class 12: Financing, short and long-term
Class 13: Stock markets, common and preferred stocks, bonds
Class 14: Course Review and Take-Aways
Class 15: Final Exam

Assignments:

This class will have 2 small written assignments and 1 group presentation

Evaluation:

Midterm: 25%

Presentation: 10%

Quizzes: 25%

Assignments: 10%

Final Exam: 30%

No special room is required for this course, any classroom will do.