



## MGMT-411 – Business Management Review

### Business

**Effective Term & Year:** Fall 2022

**Course Outline Review Date:** 2027-09-01

**Program Area:** Business Management

#### 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.

#### Program Information:

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

**Delivery Methods:** On-campus (Face-to-Face), Online

**Credit Type:** College of the Rockies Credits

**Credits:** 3

**Course type/s:** Business Management

#### Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	

Practicum/Field Experience	
Co-op/Work Experience	
Other	
<b>Total</b>	<b>45</b>

### Course Requisites:

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

### Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

### Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrolment Services office.

### Textbook 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, 1st 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 <https://textbook.cotr.bc.ca/> 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;
- 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;
- understand the importance and impact of vision and mission statements; create one and ensure it is cohesive with the strategy chosen;
- 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.

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## 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.

## Evaluation and Assessments

### Assessment Type: On-Campus (face-to-face) and Online, or Hybrid

Assessment Type	% of Total Grade
Strategic Plan / Management Report	40%
Oral Presentation	20%
Quiz	15%
Simulation Performance	10%
Cases / Reports	10%
Simulation Peer Evaluation	5%
Total	100%

## Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

**Evaluation Notes:** 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.

### Additional Evaluation Information:

*No rewrites will be granted for any assignments or exams within this course.*

*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.*

### Student Attendance/Absence

- As adult learners, students are expected to attend all classes. Attendance is taken as a means of monitoring student success. In the event of illness or other unavoidable cause of absence, the student should notify the appropriate instructor as soon as possible.

- Students must attend all clinical/preceptorship experiences. If illness or other unavoidable absence occurs, the student must notify the appropriate instructor prior to the time s/he is expected.
- Unexcused/excessive absences from clinical/preceptorship may mean students must withdraw from the program.

## Written Assignments

- Assignments about clients must be written using the clients' INITIALS ONLY.
- A 15% penalty will be applied for each day past due date for late assignment submissions. If any assignment is more than three days late, it will be assigned a grade of "0".

## Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

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## Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

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## Equivalent Course(s) and Course Code Changes

Prior Course Code: BUAD 299 >> MGMT 411

Date changed: June 2010

## Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.

