

# Business Administration

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Course Number:

**BUAD 272**

**Professors**

| Name                             | Phone number              | Office  | Email  |
|----------------------------------|---------------------------|---------|--|
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**Learning Outcomes**

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| <p>Upon completion of this course, students will be able to</p> <ul style="list-style-type: none"> <li>demonstrate personal, interpersonal, and group skills necessary to effectively operate a company in a business environment.</li> <li>prepare high-quality written and oral presentations that defend company strategies and forecast company performance.</li> <li>demonstrate the ability to set goals, implement plans, and measure results.</li> <li>examine the link between accounting data and strategic planning.</li> <li>evaluate company performance, weaknesses, and threats for both the short- and long-term profitability of the business.</li> <li>implement strategic objectives that align marketing, production, human resources, and finance departments in a business environment.</li> <li>align all functional elements of a business to contribute to a objectives.</li> </ul> |
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**Course Objectives**

This course will cover the following content:

- Setting corporate and departmental goals that align with the corporate mission statement
- Creating action plans to accomplish corporate goals and measure their effectiveness
- Making marketing decisions such as pricing, promotion, product design, and distribution
- Making finance decisions such as borrowing, issuing stocks and bonds, controlling debt load, and paying dividends
- Making human resource decisions such as hiring, firing, training, retaining staff, and handling turnover
- Making production decisions such as automating, planning and purchasing capacity, scheduling, and controlling





## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study

for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

onest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**