

Business in the Networked Economy I

Business Administration 130

Section: D100

Term: 2006 Spring

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Discussion Topics: Overview:

This course introduces how to manage and operate a business including the principles, concepts, ideas and tools used by managers. Management in the contemporary world of high technology is emphasized, featuring examples and cases involving high-tech firms. In addition, the course exposes students to international and local business issues, and to large companies as well as to smaller, entrepreneurial firms. Students with credit for TECH 128, 129 and 130 may not take this course for further credit.

Objectives:

- Understand the contemporary business environment including current business trends and challenges

- Examine prime considerations in e-business

- Comprehend general business strategy and strategy for the Internet

- Explore issues in leadership and developing human resource potential

- Practice current techniques for goal setting and decision-making

- Investigate current ethics and social responsibility issues

- Understand relevant aspects of international business and national culture

- Explore organizational structures and virtual organizations

Grading: 40% Online team assignments (4 @ 10%)

30% Mid-term Quiz

30% Final Exam

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100%

Required Texts: A customized text has been created for this course by Pearson Education Publishers and is titled Business in the Networked Economy. It will be available in the SFU bookstore. Course Pack ID is 235921 and ISBN is 0536940002.

Recommended Texts:

Materials/Supplies:

Prerequisite/Corequisite: None

Notes:

This outline is derived from a course outline repository database that was maintained by SFU Student Services and the University's IT Services Department. The database was retired in 2014 and the data migrated to SFU Archives in 2015.