

COURSE CODE: BUAD 113

COURSE TITLE: Canadian Business

Calendar Description

This course provides an overview of Canadian business, industry and government and their interactions with local, national and international economies. Topics include resource allocation and the impact of current events upon public and private financial decisions (*also offered by Distance Education*).

Prerequisite(s): None

Co-requisite(s): None

Prerequisite For: BUAD 425

Substitutable Courses: ECON 115 & 125 together

Graduation Requirement: Diploma - Required

Transfer Credit: CPA credit

Special Notes: Students contemplating a degree with Okanagan College can maximize their Transfer credit by taking ECON 115 and 125

Credits: 3

Hours per Week: 4

Originally Developed: 1989

EDCO Approval: May 2017

CHAIR'S APPROVAL: 



Learning Outcomes

Outcome	Upon completion of this course students will be able to:
1	Describe the relationship between marginal utility and price in equilibrium.
2	Demonstrate how the households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced.
3	Explain the economic issues of demand and supply and identify the implications of Equilibrium in a market.
4	Illustrate demand and supply curves, in graphical form, including explaining the slope of the curves and reasons for shifts of the curves.
5	Differentiate between the degrees of competition and elasticity in a market affect pricing and output.
6	Define the meaning of the marginalist principle as relates to both revenues and costs and their relevance to firm profitability.
7	Explain the major characteristics of different market structures and the implications for the behavior of the firm.
8	Explore alternative economic systems and the Canadian economy place in the global business environment.
9	Develop the ability to analyze current economic events reported in the media and the linkages to business decision making.
9	Understand the concerns about the Federal Government's budget and the implications for business in the years ahead.
10	Explain business cycles and the linkages to unemployment and inflation and the associated economic tools used to minimize these conditions.
11	Explain business cycles and the linkages to unemployment and inflation and the associated economic tools used to minimize these conditions.
12	Describe how the Bank of Canada influences money supply.
13	Outline Trade Block (USMCA, GATT, TPP) initiatives on economic policy.

Course Objectives

Objectives This course will cover the following content:
See weekly course schedule below

Professors

Name	Phone Extension	Office	E-mail
Robert Ryan	4941	C132	rryan@okanagan.bc.ca

Evaluation Procedure

Term Project (Group)	25 %
Term Work	25 %
Term Test 1	10 %
Term Test 2	10 %
Term Test 3	15 %
Term Test 4	15 %
Total	100 %

Generative AI tools are not permitted unless explicitly stated otherwise

The use of generative artificial intelligence tools is strictly prohibited in all course assignments unless explicitly stated otherwise by the instructor in this course. This includes ChatGPT and other artificial intelligence tools and programs. Whenever generative AI tools are permitted and used, they must be appropriately cited. (See How to cite ChatGPT (apa.org))

Required Materials

Understanding Economics – A Contemporary Perspective, Lovewell, M., 9th ed. McGraw-Hill Ryerson, 2023 (with Connect Access).

To order your textbook: <https://okanagan.bookware3000.ca/home>

Notes

Term Work (25 %)

Your professor will assign exercises, problems, and projects throughout the course to monitor your progress and encourage you to keep up to date with the lesson topics.

- 1 All assignments must be completed as requested by the professor on or before the established due date.
- 2 Refer to OC Policies in OC calendar regarding student discipline.

Term Project (25 %)

Real-World Market Structures Analysis.

Students will select a specific industry or local market they have personal experience with (e.g., a family business, part-time job, or neighbourhood sector) and produce a 4–6-page analytical report. The paper classifies the market structure using Chapter 5 & 6 concepts, analyses a hypothetical firm's short-run profit-maximizing decisions (with hand-drawn cost/revenue graphs), explains long-run entry and exit dynamics, and concludes with a personal reflection on how the theory applies to the chosen industry. Hand-drawn diagrams, step-by-step calculations, and first-person reflection in the final section are required. The assignment is designed to reward original thinking and personal insight while making inappropriate use of AI tools easily detectable. Detailed writing expectations and rubric will be provided. Due approximately two weeks after completion of Chapter 5.

Test(s) (50 %)

There are 2 tests which are held during class time. If you miss a test, you will need a reason that is documented and important such as being sick for it to be rescheduled out of class time. Each test is based on lessons that are delivered in the classroom and covers topics that have recently been studied. There is also a final exam that will be held during final exam week.

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2026 Week of:		Mon, Jan 5 - Classes begin Fri, Jan 16 - Last day to register for a course and to receive a refund for course drop Mon, Feb 16 - Statutory Holiday (no classes) Tue, Feb 17 - Fri, Feb 20 - Mid-semester study break (no classes) Fri, Mar 6 - Last day to withdraw from a course without academic penalty Fri, Apr 3 & Mon, Apr 6 - Statutory Holiday (no classes) Fri, Apr 10 - Last day of regularly scheduled classes Mon, Apr 13 - Wed, Apr 22 - Final exam period – see policy.	Chapter(s):
JAN 5 - 10	1	Economic Foundations	Ch1
JAN 11 - 17	2	Demand and Supply	Ch 2
JAN 18 - 24	3	Elasticity	Ch 3
JAN 25 - 31	4	Production and Costs of Production	Ch 4
FEB 1 - 7	5	Market Structures	Ch 5 & Ch 6
FEB 8 - 14	6	Economic Equity Test #1	Ch 7
FEB 15 - 21	7	READING WEEK	
FEB 22 - 28	8	Measuring the Economy	Ch 8
MAR 1 - 7	9	An Inefficient Economy – Understanding the Impacts	Ch 9
MAR 8 - 14	10	Business Cycles	Ch 10
MAR 15 - 21	12	Responses to an Inefficient Economy – Fiscal Policy	Ch 11
MAR 22 - 28	13	Money – its Creation and use Test #2	Ch 12
MAR 29 – APR 4	14	Responses to an inefficient economy – Monetary Policy	Ch 13
APR 6 -10	15	Canada's Economy and the rest of the world	Ch 14 & Ch 15

Skills Across the Business Curriculum

The 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

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties 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.

Academic Honesty: Students have a responsibility to read the [OC Academic Integrity Policy](#).

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest 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 information to other students who are taking the test or examination.”

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?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.” “Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication *“Plagiarism Avoided; Taking Responsibility for your Work”*. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The School of Business requires the use of the APA or MLA style but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.