
Vincent Massey High School
Relations in Business 30S
Course Outline
2009-10

This Relations in Business course outline provides an overview of the course content and evaluation requirements for regular programming as per Brandon School Division's Student Assessment Policy and Vincent Massey High School requirements.

Course Title: Relations in Business 30S

School Year and Semester: 2009-10

Teacher: Mr. Quinton Grindle

Course Description: This course is concerned with helping students understand the importance of developing strong and effective relationships in business. Students will develop an awareness of their own personalities, improve their communication skills, and develop an understanding of the importance and benefits achieved by having strong relationships with other individuals.

General Learning Outcomes:

- Students will acquire skills and knowledge that can be applicable and useful in further education and/or future careers.
- Students will develop an appreciation of who they are and use this knowledge to improve their relationships with other people.
- Students will learn the importance of effective communication in the business world.
- Students will become knowledgeable about what it takes to build strong employer/employee, employee/employee, salesperson/customer, and buyer/vendor relationships.

Course Evaluation Structure:

- Tests: 40%
- Assignments: 35%
- Final Exam (no exemptions): 25%

Course Final Standing

The final mark for term work, within the respective categories, (tests, assignments, labs, and projects) will be cumulative.

Unit One Title: PERSONALITY AND PERSONALITY THEORISTS

Timeline: 2 weeks

Specific Learning Outcomes

- ☐ Personality and its Principles
- ☐ Famous Theories on Personality
- ☐ The History and Impact of Human Relations in the Work Force
- ☐ Influences on Organizational Behavior
- ☐ Our Left and Right Brains
- ☐ Developing Self Esteem
- ☐ Ethics in Employment
- ☐ Self Fulfilling Prophecies
- ☐ Influences on People's Perceptions
- ☐ Common Mistakes in Perceptions

Assessment and Evaluation Descriptors

Textbook Questions	(30 marks)
Personality Theorist Essay	(25 marks)
Human Relations Research	(20 marks)
Temp Worker Case Study	(10 marks)
Journal Work	(Graded @ later date)
Unit Test	(100 marks)

Unit Two Title: COMMUNICATION

Timeline: 2 weeks

Specific Learning Outcomes

- ☐ What is the Purpose of Communications
- ☐ Barriers to Communication
- ☐ Types of Communication
- ☐ The Communication Model
- ☐ Guidelines to Effective Communication
- ☐ Guidelines to Readable Writing
- ☐ How to Write effective Letters, Memo's, Reports, Proposals
- ☐ Business Writing Principles
- ☐ Networks in the Workforce

Assessment and Evaluation Descriptors

Textbook Questions	(30 marks)
First/Last Paragraph Assign.	(20 marks)
Letter of Complaint Assign.	(10 marks)
Collection Letter Assign.	(30 marks)
Journal Work	(Graded @ later date)
Unit Test	(100 marks)

Unit Three Title: EMPLOYER/EMPLOYEE RELATIONS

Timeline: 2 weeks

Specific Learning Outcomes

- ☐ Basic Management Function, Roles and Skills
- ☐ The Need and Function of a Job Description
- ☐ Understanding What Motivates Employees
- ☐ Understanding the Need for Company Policies
- ☐ Discipline and Reinforcement
- ☐ The Importance of Equity in Employment

- 📖 Leadership Styles Used by Employers
- 📖 The need to Understand an employee's Life-Stage
- 📖 Job Enrichment vs. Job Enlargement
- 📖 What is a Union
- 📖 Types of Authority

Assessment and Evaluation Descriptors

Textbook Questions	(30 marks)
Job Description Assign.	(25 marks)
Case Studies	(20 marks)
Creation of a Policy Manual	(50 marks)
Equal Employment Opportunity Research	(50 marks)
Journal Work	(Graded @ later date)
Unit Test	(80 marks)

Unit Four Title: EMPLOYEE/EMPLOYEE RELATIONSHIPS

Timeline: 2 weeks

Specific Learning Outcomes

- 📖 Techniques in Being Accepted
- 📖 Group Dynamics and the Importance of Studying Them
- 📖 Ingredients of Effective Teams
- 📖 Stages of Group Development and Factors that affect Group Performance
- 📖 How to Get Along with Co-Workers (Written and Un-Written Rules)
- 📖 Conflict (Advantages, Disadvantages and Strategies in Resolving)
- 📖 Causes, Symptoms and Coping with Employee Stress
- 📖 How to Get ahead while getting Along in the Workforce
- 📖 What are the Basic Components of Social Skills
- 📖 Types of Groups Created in an Organization

Assessment and Evaluation Descriptors

Textbook Questions	(30 marks)
Case Study	(10 marks)
Journal Work	(Graded @ later date)
Crossword	(10 marks)
Unit Test	(65 marks)

Unit Five Title: CUSTOMER/ SALESPEOPLE RELATIONSHIPS

Timeline: 2 weeks

Specific Learning Outcomes

- 📖 What is Human Capital
- 📖 The Importance of Customer Service
- 📖 Customer Expectations and Experiences
- 📖 Approaches to Customer Service
- 📖 How to Extend Goodwill to Customers
- 📖 The Selling Process
 - Approaches
 - Determining Customer Needs

Assessment and Evaluation Descriptors

Textbook Questions	(20 marks)
Best Sales Person Activity	(10 marks)
Journal Work	(100 marks)
Crossword	(10 marks)
Unit Test	(80 marks)