

Canadian Board of Examiners for Professional Surveyors
Core Syllabus Item
C 11: BUSINESS PRACTICE AND THE PROFESSION

Syllabus Topics:

Self-regulated professions including the regulation of professions, code of ethics, standards of practice (general principles behind their existence), and complaints and discipline concepts.

Risk management principles including professional liability, directors and officers insurance and general insurance.

Legal concepts such as the law of contracts and the principles of agency; the various forms of business organization and the responsibilities of partners and directors; the protection of shareholders, directors, employees and creditors.

The various concepts of a business plan, of strategic planning, and of marketing; capitalization, cash flow projections, financial statement, securing credit, loans and chattel mortgages, collateral security, bonding and liens, and bankruptcy; taxation applied to professionals in proprietorships, partnerships and corporations; employer's statutory assessments and obligations.

Recommended Prior Knowledge and Skills:

C-9 – Survey Law

Learning Outcomes:

In order to satisfy the requirements of this syllabus item, candidates should, as it relates to **Business Practices**, be able to:

1. Describe and differentiate a variety of business basics such as:
 - Contract components and requirements – major elements of a contract; who can legally enter into a contract; how a contract can be discharged,
 - Bidding and Requests for Proposals – content and structure of documents,
 - Agency principles – relationship between an agent and principal; obligations and rights of each party; limitations of agency,
 - Non-compete agreements, client solicitation, collusion,
 - Forms of business organization – sole proprietorship, partnership, corporation, joint venture, consortium; private and public corporations,
 - Roles, duties and responsibilities of partners, directors, shareholders, creditors and employers; protection afforded to each, and
 - Income distribution in the various forms of business organizations.
2. Analyze and evaluate business fundamentals such as:
 - The business plan and its main components,
 - Strategic planning and where it fits in a business life cycle – what it is, how it works, why do it, and main obstacles to implementation,
 - Marketing – requirements for marketing plan, marketing activities vs. corporate mission and corporate vision, marketing environment, marketing strategies,

- Financial statements as they apply to sole proprietorship, partnership, corporation, joint venture, consortium,
 - Corporate assets and liabilities,
 - Taxation as it applies to professionals in sole proprietorship, partnership, corporation, joint venture, consortium; private and public corporations, and
 - Employer – statutory employer assessments and obligations.
3. Describe and/or explain business essentials such as:
 - Capitalization – what is it, why does a business owner may need to be concerned about it,
 - Cash flow projections – why are these important, what can they tell a business owner,
 - Securing credit – how to secure credit, where and why,
 - Loans and chattel mortgages – various loans available to businesses, what is a chattel mortgage and how does it work,
 - Collateral security – what is it and when is it required, how is it provided,
 - Bankruptcy – what is it, what is its effect,
 - Bonding – what is it and what is it used for,
 - Liens – what is a lien, what kind of liens are available, why use liens, and
 - Occupational Health and Safety requirements.
 4. Demonstrate an understanding of risk management by:
 - Defining professional liability,
 - Compare liability between directors and officers of corporations, and
 - Explain general insurance and its role in a surveying practice,
 - Limitations Act as it applies to professional services.

Moreover in order to satisfy the requirements of this syllabus item, candidates should also, as it relates to **the Profession**, be able to:

5. State and discuss the major reasons behind the regulation of professions in Canada.
6. Describe the main attributes of self-governing professions in Canada.
7. Name the self-regulating surveying associations in Canada.
8. Describe the major components of a professional code of ethics.
9. Name and compare various types of code of ethics.
10. Explain the process of Complaint and Discipline and differentiate between the two within the context of a self-regulated profession in Canada.
11. Outline what constitutes standards of practice.
12. Identify the main elements of standards of practice.
13. Explain Continuing Professional Development.
14. Discuss why a self-regulated profession may have a Continuing Professional Development program.

Essential Reference Material:

Smyth, Soberman, Easson [2015] *The Law and Business Administration in Canada* Pearson Prentice Hall, ISBN 978-0-13325167-8 hardcover.

A comprehensive up to date overview of business law and business administration topics.

Stephen D. Casler, [2005] *Introduction to Economics* Harper-Collins College Outline, ISBN-13 978-0837374413 paperback.

A comprehensive overview of economics.

Professional Liability Insurance Committee of the Canadian Council of Land Surveyors *PLIC Loss Prevention Practice Management Guide* available on CCLS website in .pdf format. www.ccls-ccag.ca

Authoritative loss prevention guide for Canadian Geomatics firms.

Canadian Council of Land Surveyors, *Contracting for Surveying Services Guide*, available on CCLS website in .pdf format. www.ccls-ccag.ca

Summary of critical contract requirements for surveying services in the Canadian context.

Supplementary Reference Material:

Marston, Donald L. [2008] *Law for Professional Engineers*, McGraw-Hill Ryerson, Toronto ISBN -13: 978-0-07-098521-6.

Good basic overview of business law as it relates to engineers in the Canadian context but a little dated.

www.wikipedia.com

Good site for general business definitions

www.investorwords.com

For investing definitions

www.planware.org

Very good resources such as business planning papers, one of which is on strategic planning

www.aaom.mb.ca

What does it mean to be a self-governing regulated profession? By Robert Schultze, MBA, AAAS, AACI, CAE

Very good article providing good guidance.

www.canadabusiness.ca

The Canada Business website has a lot of information on starting a business - follow the thread from starting a business to getting started to choosing a business structure to finally the forms of business organization. Also has a lot of information on a marketing plan – search marketing plan outline.

<http://www.managementhelp.org/ethics/ethxgde.htm>

Carter McNamara, MBA, PhD, Authenticity Consulting, LLC, [1997-2008]. *Complete Guide to Ethics Management: An Ethics Toolkit for Managers*
<http://www.authenticityconsulting.com>

This guide provides a very good overview of ethics management.

Doing Business in Canada guide. www.blakes.com

Very useful and concise guide

www.cnnar.ca

Provides understanding of the reasons behind the regulation of professions in Canada

Guide for writing a code of ethics www.ethicsweb.ca/codes/coe3.htm

Very good basics