

BUSI 1703 CIN3: Introduction to Business

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Syllabus

Course Overview

This is a broad overview course that introduces key concepts of doing business in Canada by evaluating the main functional areas in both profit and not for profit organizations. This comprehensive course consists of three sections: 1) Framework including ethics and personal finance, 2) Key functional areas (accounting, finance, marketing, management), and 3) Support areas (human resources, management information systems, operations, and the law). Topics include the managerial process (vision, decision making, form of organization, and leadership), and strategic planning (scanning the environment including stakeholders and ethical issues). We introduce key tools including the SWOT and environmental scanning processes and suggest several online databases for case research. As in the classroom we critically assess learning using case method assignments and tests.

Course objectives:

- To provide a broad understanding of business in a Canadian and global context being mindful of social responsibility, ethics, sustainability, and forms of business operation.
- To analyze how social, technological, economic, political and competitive issues affect managers.
- To use technology in a manner that is innovative and improves student analysis, critical thinking, and encourages curiosity in the learning experience using case assignments.
- To create self reliance and responsibility within students for their own learning.

Course Outcomes: You should have a broad appreciation of the main factors contributing to business success and be able to consider which area(s) are of most interest for future study specialization and in life path directions. You will be able to use real world databases to solve business problems and further develop valuable communication, teamwork, and insightful analysis skills to enhance employability.

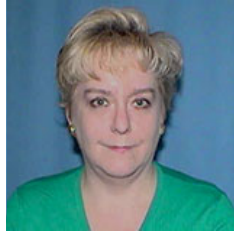
TEACHING METHODOLOGY includes text, audio lectures, video cases and written case analyses. The internet will supplement material. All material in the text and from assignments are considered "testable".

PREPARATION: As in business, it is expected students choose to be prepared and productively engage in self directed learning. In this self paced course, students have up to six months to complete the course.

ASSIGNMENTS: All written assignments and cases must be submitted and graded before a student is eligible to write the final exam. Please let the Instructor know when you have submitted them. Assignments with poor grammar, spelling, sentence structure, and/or organization will be significantly penalized. Business writing skills are very important to career success. Clarity of thought and brevity are important. APA style must be used. A guide is posted on Acorn.

Instructor

I bring a senior practitioner's experience into my management and marketing courses. I led sales and customer service teams in the energy sector as well as marketing and technical teams at IBM. I have been teaching at the post secondary level for 15 years and was honoured to receive the Faculty's Outstanding Teacher Award in 2012. My approach is open and honest. I am known to be accessible to my students so please do not hesitate to contact me.



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Availability: 1) Virtual, and 2) By Appointment.

Throughout this course, it is considered the student's responsibility to seek clarification of material in a timely manner.

Required Course Materials

1.



BUSN, Third Canadian Ed., Kelly, Williams, MacKenzie, Snow, Nelson: Toronto 2018

3rd Edition + Mindtap: ISBN-13: 978-0176823290

Mindtap Course Key - This allows you access to the textbook website where you will find chapter summaries, video cases and other materials. Please note used books do not include access codes to Mindtap.

How to access your MindTap course for Intro to Business 1703 N3 open entry

MindTap from Cengage assists students to produce your best work. It is designed to help you master the material, ebook, videos, animations, and activities to create a learning path to guide you through the course and focus on what's important.

Registration

1. Connect to <https://login.nelsonbrain.com/course/MTPQQ1MPDFG0>
2. Follow the prompts to register as a new student for your MindTap course.
3. Use the course key after registering as a new student to access 1703N3.

The Course key is: **MTPQQ1MPDFG0**

[Student reviews of BUSN text \(pdf format\)](#)

2. IVEY CASE: 98B15M002 PC Financial

Students can purchase the case directly from <https://www.iveycases.com/ProductView.aspx?id=68810>; or can purchase the case study through the Acadia University bookstore.

Please see the [Student Handbook](#) for ordering information.

To access Library Articles and Journals from off-campus use [VPN](#) web service link for direct access.

Course Components

1. **Quizzes (18 chapters @2 points = 36 points).** There is a short multiple choice quiz after each chapter. These immediately test your comprehension of the subject matter. These quizzes are on Acorn. The online text website also offers practise quizzes for each chapter which may aid in learning material; these supplemental questions do not count in your course grade.
2. **Video Case quizzes (17 chapters @ 1 point = 17 points).** These are multiple choice quizzes based on viewing the video for each chapter. The videos are on the textbook website with the quizzes on Acorn. To access, go to the "Supplemental videos" folder located after the chapters on Mindtap.
3. **Two Mini-assignments (7 points).** They will be no more than 2 pages in length.
 - a. a short report on an ethics and corporate social responsibility situation (3 points)
 - b. a short report on finance, accounting and investing. (4 points)
4. **Two Written Case Assignments (2 @10 points = 20 points).** The School of Business places significant emphasis on the case method in on-campus courses. Cases are changed on a regular basis. You are to make extensive use of the online database list posted on Acorn in writing these case reports. Cases provide practical exposure to solving problems in business by helping you place yourself in the shoes of the key decision maker. The focus is why the key issues arose and how to solve them. Do not repeat the facts from the case unless you analyze and draw conclusions from them.

In writing your reports, please include at least 15 sources of secondary information and especially note the statement on academic integrity. All cases will be checked for cheating and plagiarism. The report is to be no more than 10 double spaced pages, not including the cover page, table of contents, bibliography, and any appendices. A guide for effective case analysis is also posted on Acorn. The grading guide for a case is below. It is impossible to do well unless you make extensive use of the text.

- i. Statement of key issues and problems (2 points). This is 1-2 sentences maximum.
 - ii. Situation analysis – key factors leading to the problem which may include any/all functional areas, relevant theories, SWOT, environmental scan, and any other considerations you believe important, etc. (8 points)
 - iii. Alternatives – strengths & weaknesses of three, full strategic options. "Do nothing" is not an option. (6 points)
 - iv. Recommended solution - backup plan, implementation plan including a timeline. A Gantt chart may be helpful. (4 points)
5. **Final exam (20 points).** This is a take home/open book comprehensive essay format, you will need both the textbook and access to the Internet and will have 48 hours to complete it. Your instructor will provide further instruction when appropriate. You must pass the final in order to pass the course. All assignments and quizzes must be graded before you are eligible to write the final exam.

Evaluation

The only official grades are those released from the Office of the Registrar.

Letter grade equivalents are in accordance with the University Calendar.

Allocation of marks:

Quizzes - end of chapter (18)	36%
Video Case Quizzes	17%
Mini-assignments	7%
Written case reports	20%
Final Exam	20%
TOTAL	100%

All assignments are to be uploaded on ACORN. Please follow the suggested course schedule.

Please note that files must be readable by Excel or Word.

Course Schedule

You have up to 6 months to complete this course. You may set your own schedule, but if you intend to complete the course in less than 3 months, you should let me know so that we can arrange a customized schedule.

Please do not leave all of your course work until a few weeks before your completion date. Although I will make every effort to accommodate your schedule within reason, I need time to grade assignments and mark tests. It also takes time to schedule the final

exam.

The suggested approach is noted below.

Please complete all chapter quizzes and section assignments **before** proceeding to the next section.

Module 1: Framework

Ch. 1 Introduction to Business in Canada

Ch. 2 Business Ethics & Social Responsibility

Ch. 3 Economics: the Framework of Business

Ch. 4 Global

Ch. 5 Business Formation

Ch. 6 Small Business and Entrepreneurship

Assignment 1 focuses on ethics and corporate social responsibility, with other Module 1 subjects.

Module 2: Major Functional Areas

Ch. 7 Accounting

Ch. 8 Finance

Ch. 9 Securities Markets

Ch. 10 Introduction to Marketing

Ch. 11 Product & Promotion

Ch. 12 Distribution & Pricing

Assignment 2 mainly focuses on accounting, finance, and investing.

Case #1 *Please allow at least two weeks for marking of cases.*

Module 3: Support and Staff Areas

Ch. 13 Management

Ch. 14 Human Resource Management

Ch. 15 Management Information Systems

Ch. 16 Operations

App. 2 Law

App. 3 Personal Finance

Case #2 *Please allow at least two weeks for marking of cases.*

Final Exam – all assignments, cases and quizzes must be completed and graded before you are eligible to write the final exam.

– please allow sufficient time to schedule the final before your course expires.

School of Business Code of Conduct

While this course is delivered online, it is important to appreciate that the Acadia BBA program prepares students to become

business professionals. Students are expected to act in a professional, respectful, courteous manner at all times. In an effort to create and maintain a positive learning environment that fosters creativity, fairness, and respect for all, students are asked to:

1. Always treat others with respect and dignity;
2. Listen to divergent philosophies and opinions with an open mind and a respect for differences;
3. Use appropriate language;
4. Be punctual and prepared;
5. Hand in assignments on time. Late assignments are generally not accepted;
6. Become familiar with University policies and deadlines in regard to academic work;
7. Engage!

STUDENTS WITH DISABILITIES THAT AFFECT LEARNING:

If you have a documented disability and anticipate needing accommodations in this course, please inform me after you meet with Jill Davies or Kathy O'Rourke in Disability Access Services. The Student Resource Centre is in the lower floor of the old Student Union Building. Contact information is 585-1127 or disability.access@acadiau.ca.

INTERPRETIVE DEVICES:

Devices that translate English into Mandarin, Cantonese, or other languages are not allowed during the final exam.

Academic Integrity

Academic integrity demands responsible use of the work of other scholars. It is compromised by academic dishonesty such as cheating and plagiarism. A student who is uncertain whether or not a course of action might constitute cheating or plagiarism should seek in advance the advice of the instructor involved.

- Cheating is copying or the use of unauthorized aids or the intentional falsification or invention of information in any academic exercise
- Plagiarism is the act of presenting the ideas or words of another as one's own. Students are required to acknowledge and document the sources of ideas that they use in their written work.
- Self plagiarism is also a form of plagiarism. It is the presentation of the same work in more than one course without the permission of the instructors involved.
- A student who knowingly helps another to commit an act of academic dishonesty is equally guilty.
- Penalties are levied in relation to the degree of the relevant infraction. They range from requiring the student to re-do the piece of work, through failure on that piece of work, to failure in the course, and to dismissal from the university.

Student Handbook

You are responsible for becoming familiar with the contents of the Student Handbook. It contains important information about scheduling examinations (if applicable), applying for extensions, withdrawing from your course, ordering books, and computer and library services available to you. If you have questions about the policies outlined in the handbook (<https://courseware.acadiau.ca/openacadia/studenthandbook.html>), contact:

Open Acadia

- 21 University Avenue (Rhodes Hall)
- Wolfville, NS B4P 2R6
- Phone: 1-800-565-6568
- Fax: 1-902-585-1068
- Email: openacadia@acadiau.ca

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