



UNIVERSITY OF  
**REGINA**



**BUS 100 - 002 003**  
**INTRODUCTION TO BUSINESS**  
**COURSE OUTLINE – FALL 2009**

Dr. Wallace Lockhart

Office: ED 565.6 Phone 337-2394 Fax 585-5361

E-mail: [wallace.lockhart@uregina.ca](mailto:wallace.lockhart@uregina.ca)

**COURSE OVERVIEW AND OBJECTIVES**

In this course students are introduced to a broad range of business and management concepts. Topics covered include scanning the business environment, ethics, managerial decision making, business strategy, and an overview of the key management functions including human resources, organization design, operations management, accounting, finance and marketing.

Students will learn from a variety of methods including in-class lectures, seminars and group activities, textbook reading & exercises, weekly online study assignments and group projects.

<b>Class Section</b>	<b>Meeting Times</b>	<b>Final Exam</b>
BUS 100 – 002	T, Th 08:30 ED 616	Dec 15 09:00 – 12:00
BUS 100 - 003	T, Th 16:00 ED 616	Dec 17 14:00 – 17:00

**TEXTBOOK REQUIRED**

Ebert, Griffin & Starke: Business Essentials, Fifth Canadian Edition 2009 Publisher: Pearson

This is a brand new textbook so there will not likely be any used copies around.

Purchase of the textbook also gives students access to “mybusinesslab”, an online package which includes weekly study plans (pre-test, reading and post-test), as well as an online textbook and a variety of study and support tools.

## Evaluation

Participation (attendance, class exercises / hand-in sheets)	15
Study Plans (mybusinesslab – reading assignments)	10
Projects (2 projects worth 10 and 15 marks)	25
Midterm Exam	15
Final Exam	35

\*: Students must complete 80% of assignments to complete the course.

## PARTICIPATION & ATTENDANCE

Attendance at every class meeting is strongly encouraged. There will be course materials discussed in the class meetings which are not covered in the text books or powerpoint slides. Attendance will be recorded at each class meeting. Students who miss 2 or fewer classes (regardless of reasons given / notes etc) will receive full marks for the attendance portion of the participation mark. Students who miss seven or more classes will receive a score of zero for the attendance portion of the participation mark.

We will conduct a number of in-class exercises relating to our study topics. Students are expected to be prepared for these exercises (including one-page informal hand-in prep notes) and contribute to both small-group and full class discussions on the topics. Marks for the hand-ins will be based on the best 6 (of 8).

## READING ASSIGNMENTS – MYBUSINESSLAB STUDY PLANS

Each week students will be accountable to complete one on-line study plan on mybusinesslab. Study plans consist of a brief pre-test, a recommended reading plan, and a post-test. Study plans must be completed before the Tuesday class. Marks will be based on the best 9 (of 11) plans.

## SERVICES FOR STUDENTS WITH DISABILITIES

If there is any student in this course who, because of a disability, may have a need for accommodations, please come and discuss this with me, as well as contacting the Coordinator of the Disability Resource Office at 585-4631.

## ACADEMIC MISCONDUCT

Students enrolled in Business Administration courses at the University of Regina are expected to adhere rigorously to principles of intellectual integrity. Plagiarism is a form of intellectual dishonesty in which another person's work is presented as one's own. Plagiarism or cheating on examinations/assignments is a serious offence that may result in a zero grade on an assignment, a failing grade in a course or expulsion from the University. For more information on this important matter, please consult the University of Regina Undergraduate Calendar.

## HARASSMENT

The University of Regina promotes a learning environment that is free of all forms of harassment and discrimination. The University will neither tolerate nor condone any inappropriate or irresponsible conduct including any behavior which creates an intimidating, hostile or offensive environment for work or study through the harassment of an individual or group on the basis of (1) race and all race related grounds such as ancestry, place of origin, color, ethnic origin, citizenship or creed or (2) sex, gender or sexual orientation. Please refer to the General Calendar for more information.

**TENTATIVE** Schedule

DATE		TOPIC	TEXTBOOK	DAILY PLAN / PROJECT DUE DATES
1	Sep 8	Intro		
2	Sep 10	Organization basics	Ch 1	
3	Sep 15	Environment Scan	Ch 2	Study Plan Ch 2
4	Sep 17	Sask 2029 Exercise	Ch 2	Sask 2029 Hand-In
5	Sep 22	Ethics / CSR	Ch 3	Study Plan Ch 3
6	Sep 24	Strategy Exercise	Ch 3 + readings	Strategy Hand-In <b>PROJECT #1 Due</b>
7	Sep 29	What is Managing?	Ch 6	Study Plan Ch 6
8	Oct 1	Decision Making Exercise	Ch 6	Decisions Hand-In
9	Oct 6	Human Resource Management	Ch 8	Study Plan Ch 8
10	Oct 8	Motivation & Satisfaction	Ch 9	
11	Oct 13	HR / OB Exercise	Ch 8-9	HR/OB Hand-In
12	<b>Oct 15</b>	<b>MIDTERM EXAM</b>		
13	Oct 20	Operations Management	Ch 10	Study Plan Ch 10
14	Oct 22	Operations Exercise		Operations Hand-In
15	Oct 27	Marketing 1	Ch 12	Study Plan Ch 12
16	Oct 29	Marketing 2	Ch 13	
17	Nov 3	Marketing 3	Ch 14	Study Plan Ch 14
18	Nov 5	Marketing Exercise		Marketing Hand-In
19	Nov 10	Entrepreneurship	Ch 4	Study Plan Ch 4
20	Nov 12	Entrepreneurship Exercise		Ent. Hand-In
21	Nov 17	Organization Structure	Ch 7	Study Plan Ch 7
22	Nov 19	Structure Exercise		Structure Hand-In
23	Nov 24	Financing Business	Ch 16	Study Plan Ch 16
24	Nov 26	Finance Exercise		Finance Hand-In
25	Dec 1	Understanding Accounting	Ch 11	Study Plan Ch 11
26	Dec 3	The fun exercise – accounting!		<b>PROJECT #2 Due</b>
27	Dec 8	TBA		
<b>FINAL EXAM: Section 002 Dec 15 9AM Section 003 Dec 17 2PM</b>				