

BUS 100–002 | Introduction to Business Fall 2023 Course Outline

**Hill School of
Business' Mission**

We advance engagement in business and diverse communities through interdisciplinary thinking and research, experiential learning, and critical reflection for personal and professional fulfillment.

CLASS TIME	7:00 p.m. – 8:15 p.m. / Mondays & Wednesdays / Aug 30 – Dec. 5, 2023
CLASS LOCATION	ED 623 (in-person delivery only)
COURSE SITE	http://www.uregina.ca/urcourses/ - access through your UR account
INSTRUCTOR	Dave Roszell
EMAIL	David.Roszell@uregina.ca
OFFICE	ED 524.5 (Sessional Lecturer's Office)
OFFICE HOURS	Flexible, by appointment only.

LAND ACKNOWLEDGEMENT

The University of Regina is situated on Treaty 4 lands with a presence in Treaty 6. These are the territories of the Nêhiyawak, Anihšīnāpēk, Dakota, Lakota, and Nakoda, and the homeland of the Métis/Michif Nation. Today, these lands continue to be the shared territory of many diverse peoples from near and far.

COURSE SUMMARY AND OBJECTIVES

This course introduces business functional areas (e.g., marketing, finance, etc.) – a preview of future classes. Key topics are covered, such as Canadian and global business environment, ethics, leadership and management, entrepreneurship, indigenization, environmental scanning, risk, and decision-making. The BBA degree has desired competencies (knowledge and skills) and BUS 100 covers the breadth of these required competencies.

Competencies	Knowledge							Skills						
	Foundations & Breadth	Managing People	Strategic Management	Marketing	Financial Management	Operations & MIS	Specialist Knowledge	Written Communication	Oral Communication	Ethical / Legal Reasoning	Team Work	Quantitative Analysis	Qualitative Analysis	Interpretation
BUS 100	*	*	*	*	*	*		*	*	*	*	*	*	*
Symbol	FB	MP	SM	MA	FM	OP	SK	WC	OC	ET	TW	QN	QL	IN

Course Objectives

1. Understand the environment in which business operates;
2. Introduce the language and culture of Canadian business;
3. Understand how business functions and how processes help businesses succeed;
4. Overview the functional areas of business and key concepts / processes;
5. Prepare students for future courses and introduce career options for graduates;
6. Develop and practice qualitative / quantitative analysis and interpretative skills;
7. Enhance teamwork skills and strengthen written and oral communication skills;
8. Introduce ethical framework and practice ethical reasoning skills.

Competencies

FB
 FB
 FB
 FB MP SM MA FM OP
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 QN QL IN
 WC OC TW
 ET

This Course Outline is subject to change. Please refer to the current version on UR Courses.

COURSE EXPECTATIONS

The course will use lectures and guest speakers, current events, cases and exercises, discussions, projects, audio visual materials, online resources, and extra reading. Every student is expected to be prepared for each class. Check the class website *before every class*. **Please be familiar with this Course Outline.**

Special Needs If you require an accommodation, contact Student Accessibility at (306) 585-4631 or accessibility@uregina.ca. Discuss your needs with the Instructor as early as possible.

Class Delivery The class will be delivered in both in-person and remote formats. **You will be required to select which format you will use.** Remote exams will use ProctorTrack software. If you attend remotely, you must have your audio on at all times.

UR Courses Website contains all course materials, class tools, pre-recorded video, and PowerPoints. The video / slides are not substitutes for a textbook; **a textbook is required.**

Technical Support Contact IT Support for any technical assistance (IT.Support@uregina.ca or 306.585.4685). Online assistance at <https://www.uregina.ca/remote-learning/technical.html>

Contacting Instructor Students are encouraged to contact the instructor for assistance. *Email is preferred; use your university email address as external emails (e.g., Hotmail.com) may not get through.*

Class Attendance Required Students are **expected to attend all classes**. If you are late, you are marked absent. Students **must complete a minimum amount of course work (including attending at least 20 of 24 classes)** to be in good standing and to be eligible to **write the final exam**.

Due to privacy concerns, the class will not be recorded and you may not record any portion of class.

LEARNING APPROACH

The class website is set up in the format of READ, REFLECT, and DO. Read what is required, then reflect on learning with questions asked. Finally, you will apply learning through an assigned task or exercise. Also, the Faculty values experiential learning (i.e., practical or applied), and this is done through cases, exercises, assignments, etc. Finally, entrepreneurship is a central theme to the class and is the basis for the term project.

BEING SUCCESSFUL IN THIS COURSE

In university, you have less in-class time with instructors, your marks are often (initially) lower than high school, and class work is done on your own time and initiative. Past 100 students helped create a “**Top 10**” list:

1. **Attend** all classes. Remember: You can only miss a maximum of five classes.
2. **Read** textbook / e-book and assigned readings / course notes before class.
3. **Ask** for help to clarify, if you don't understand. Don't wait until just before an exam or assignment.
4. **Study** at a fixed time weekly time (e.g., Mondays from 8 -10 a.m.) in a consistent location.
5. **Take Your Own Notes** during class, adding examples and class discussion points to *your* course notes.
6. **Stay Positive**. Don't be discouraged by a bad mark, if that happens. Ask how to do better.
7. **Participate** in class – ask/answer questions, make comments, and learn from the discussion in class.
8. **Do the Extra Work** to stay ahead on assignments and studying. Schedule time lines in your calendar.
9. **Stay Focused** by not being distracted by your mobile phone, social media, etc.; your attention is on class.
10. **Have Fun** or why are you doing this?

Your goal is ***not*** passing this class – it should be to do well in class. BUS 100 is a foundational class where you master new vocabulary, apply business perspectives, and gain new skills. You have competition for jobs so you need to stand out – in your marks, in your work and other experience, and in your attitude and skills.

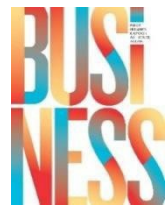
You should spend at least 7 hours but ideally 10 hours each week on this class, *plus* time on working on assignments and studying for exams. Here is the math...

Hours in class per week – 2 classes per week x 75 minutes each class = 3 hours 1-2 hours preparing for *each* hour of class (3 hours x 2 classes per week) = 6 hours
Review of class notes after each class (30 minutes x 2 classes per week) = 1 hour

Total = 10 hours

Research shows you will be more successful if you schedule the same day and time to prepare each class, at the same location. If you are taking 4-5 classes this semester, school will be a “full-time” job of at least 35-60 hours per week! Part-time work, social activities, healthy eating, relaxation, and exercise must be fit around school.

REQUIRED RESOURCES



Textbook:

Pride, W.M., Hughes, R.J., Kapoor, J.R., Althouse, N.R., & Allan, L.A. (2022). *BUSINESS, Second Canadian Edition*. Cengage Nelson. ISBN: 978-0-17-693575-7. You may use the E-book or printed version. Older versions are acceptable. With new books, the publisher’s website MindTap is provided with its resources, sample exam questions, and study resources. A MindTap course key will be provided



Free Open Source Text: (for Personal Finance section):

Schneider, B. (2018). *Financial Empowerment: Personal Finance for Indigenous and Non-Indigenous People*. University of Regina Pressbooks. Retrieved from: <https://opentextbooks.uregina.ca/financialemPOWERMENT/>. This is an excellent resource for all students. Financial literacy will serve you well in the future and help with financial goals, financial risk, purchasing assets, taxes, insurance, investing, budgeting, and credit/debt. This remarkable resource is great for your digital “bookshelf.”



Optional Reading:

Read other news / business resources – the Library has free versions. Good examples of resources are: news sites (e.g., Globe and Mail, Bloomberg, Wall Street Journal, etc.), internet news sites, magazines (e.g., Economist, etc.), blogs, (e.g., Simon Sinek, Gary Vaynerchuk, etc.), Twitter feeds (e.g., @FastCompany, @GuyKawasaki, etc.), etc. LinkedIn (free) has news feeds too. Current events are discussed in class, so this is an easy way to be prepared.

Note: Not having access to required resources is not a valid reason for extensions, grade adjustments, or other accommodations. When students fail, a common reason is not having the textbook and we make extensive use of the book in this course. They are expensive, but for a relatively minor investment in the textbook, consider it to be insurance to reduce the chance that you could lose the money invested in the class!

SUPPORT SERVICES – RESEARCH, STUDYING & WRITING

Each business student may access a faculty academic program advisor, who is a great resource if you have any academic issues or questions. Other U of R services provided are:

- The **Student Success Centre** provides confidential guidance and support to students. Counselling services are also available for students experiencing anxiety, depression, other mental health-related issues, or chronic pain. Please visit <https://www.uregina.ca/student/counselling/>.

- **Mental Health Wellness Hub.** <https://www.uregina.ca/mental-wellness/>
- The **U of R Library** staff are always glad to help to students with research and assignments. Our business librarian, Kate Cushon is available to provide advice on your projects. A library guide (Kate's Libguide) is designed for BUS 100 and is at: <http://uregina.libguides.com/cat.php?cid=21181>.
- **UR International** provides free academic and non-academic assistance (e.g., English language services, cultural transition, and new learning environment adjustment) to international students.

PREVENTION OF HARASSMENT POLICY

The University of Regina promotes a learning, working, and living environment that is respectful and free of harassment and discrimination. The University will neither tolerate nor condone any inappropriate or irresponsible conduct including any behaviour, which creates an intimidating, hostile or offensive environment for study through the harassment of and /or discrimination towards an individual or group. The Respectful University Policy may be found at <https://www.uregina.ca/policy/browse-policy/policy-GOV-100-015.html>.

If you have concerns about any conduct occurring in BUS 100, please discuss this with the Instructor. You may also review the *Respectful University Policy Procedures (Revised 2017)* at www.uregina.ca or contact Coordinator, Respectful University Services at (306) 585-5400 or respect@uregina.ca.

ACADEMIC MISCONDUCT AND PLAGIARISM

While you are encouraged to interact with and learn from other students in this class, you are expected to do your own work. Copying others' work constitutes academic misconduct, and other examples of misconduct are: sharing answers during exams, talking during exams, signing other classmates in for attendance purposes, etc. Using someone else's words as your own (i.e., plagiarism) includes omitting references, in-text citations, and quotation marks. Be sure you understand Student Code of Conduct and Right to Appeal, contained in the 2022-22 Academic Calendar <https://www.uregina.ca/student/registrar/resources-for-students/academic-calendars-and-schedule/undergraduate-calendar/index.html> or ask your Instructor in advance about plagiarism or misconduct.

If you are using someone's words or sharing their ideas, you must give them credit through proper citation or it will be considered plagiarism. In-text citations must be included for all information found through research. This includes anything that was your own previous knowledge or your own personal research and analysis. It must be cited along even if the information is paraphrased. **You must cite ideas too, not just the words used.** Do not purchase or access student assignments or similar information online. Even if cited, other students' work may not be used in any course assignments. NOTE: **ANY** level of plagiarism in the form of **ANY** missing in-text citations and/or references will be referred to the Associate Dean – Undergraduate Program's office for investigation of academic misconduct. Do not affect your academic career with plagiarism; cite correctly!

ASSESSMENT SUMMARY

You must complete the required course work to be eligible to write the final exam. AND you must have a passing marking on the final exam to pass the course, regardless of other class marks. Class attendance is required. Students that get less than 60% on the first assignments and first mid-term exam may be referred to the Student Success Centre and are encouraged to seek their assistance in improving the students' academic performance.

GRADING

Students will be evaluated based on the following elements:

DELIVERABLE	WEIGHTING	DUE DATE
Pre-Class Preparation Assignments (complete any 5 of 8)	2.5%	Various Dates
Individual Writing Assignment #1 – Library Research	5.0%	Sept. 27
Mid-term Exam #1	10.0%	Oct. 2
Individual Assignment # 2 – Why Am I Here?	5.0%	Oct. 6
Company Description Paper (done in groups of 4 students)	5.0%	Nov. 5
Mid-term Exam #2	15.0%	Nov. 8
Group Term Report (done in groups of 4 students)	22.5%	Nov. 26
Final Exam (<i>Must pass the final to pass the course</i>)	35.0%	Dec. 9
TOTAL	100.0%	

Participant Pool Research Credit:

The Participant Pool provides business students with the opportunity to participate in faculty research studies to earn up to 2% bonus marks on participating business classes. These marks will be added to your final grade if you have: 1) passed the final exam and 2) passed the class, before using the bonus. For more information about the participant pool and to sign up, please visit <https://www.uregina.ca/business> and find Pool of Research Participants under Quick Links, and go to Sona Systems. Register using the first part of your U of R email as ID (e.g., for smith23k@uregina.ca, use smith23k as your User ID).

DETAILED COURSE ASSESSMENT

A. Pre-class preparations (preps)

Class preps are intended to help prepare for the topic being discussed in class. **Note: All submissions are submitted through an Assignment link (on UR Courses) and must include your name in the file name and in the header of the assignment.** You may *do any five (5)* of the eight (8) assigned pre-class preps. The deadline for each pre-class prep is by 11:00 pm on the assigned day. Late assignments will be assigned a mark of 0%. The following is the marking key:

Effort	Maximum of one mark
Minimal or no effort, or late	Awarded a mark of 0.0
Some effort / thought evident. Limited breadth nor depth of analysis.	Awarded a mark of 0.5
Significant effort/breadth and depth of analysis.	Awarded a mark of 1.0

B. Assignment #1 – Library Research

This assignment will be done individually, using a given template. Assignment will be available at about 8:00 a.m. on the scheduled day and must be completed and submitted via the Assignment link before 11:00 p.m. A Business Librarian will be available during the day as a resource. Resource materials will be available on UR Courses; students are expected to review these in advance. A marking rubric will be posted. No late assignments are accepted.

C. Assignment #2 - Why am I here?

This is a **maximum of 500 word** formal essay in an academic writing style that will reflect on your reasons for joining this class, the challenges you anticipate, and how you will achieve success. You may write in first person (i.e. use “I”, “me”, “my”) for this essay, which is not permitted in other assignments. A detailed description of this assignment is posted in the link where you submit this assignment on UR Courses. Please **submit assignments via Assignment link on UR Courses**. You will be evaluated on two things: a) the breadth and depth of effort you put into your thoughts, and b) the quality of written presentation (structure, clarity, free of errors, etc.). A marking rubric is posted and no late assignments are accepted.

D. Midterms #1 and #2

The first exam will be held on course material (exercises, chapters, speakers, and first case) covered before the 1st midterm date. Please see the class schedule for the specific topics and chapters to be covered. The second term exam will cover course content from the start of the semester, but with approximately 75% or more weighted on content covered since the first midterm. If there is a legitimate reason (e.g., illness but not vacation or work) that you could not write the exam, the allocated marks will be added to the final exam.

E. Term Project

In teams of four (4) people, the term project is designed to help understand working in groups on a task. You will develop a business plan for a new business that you create (but don't launch). It may be any *new* Saskatchewan-based, goods-producing or service-providing business (or combination of both). Don't invent unproven technologies or businesses that you do not understand or would not be viable without enormous investments and skills (beyond your abilities). Avoid ideas that are too basic and don't require a business plan. If the business exists or the idea already has a business plan, you may not use it. To come up with an idea, consider goods or services you use currently but that could be improved by changing the business, new concepts in the local market, and a concept from another place that you think could work here.

i. Business Plan Format (See the textbook for details)

These are the components for your report, in the required order:

- a) Title page with team names
- b) Executive Summary – 1-2 page summary of key parts of plan (See items d-i below)
- c) Table of Contents (must use Word Table of Contents tool – find Under References menu)
- d) Company and Product Description – description in the following section ii
- e) Industry and Market Analysis – description in the following section ii
- f) Marketing Plan – products, pricing, place/distribution, and promotion to reach target market(s)
- g) Operations Plan – who is management team, what are current and future personnel needs, what are facility requirements (can include layout), launch schedule, etc.
- h) Financial – income projections (in income statement format), start-up costs and sources of funds.
- i) Conclusion – is the business viable and why or why not? This is a critical part of your report.
- j) Appendices including References (in APA style). You should have 10 or more references.

ii. Team Information and Company and Product Description

One team member will submit a brief document, prepared by the group that outlines:

- Title Page with team names
- Company and Product Description – type of company structure and its name, your ownership, skills and knowledge of the owners (you), what is uniqueness of product(s), identification of the customers' needs your product(s) will solve, and summary of your target market(s).
- Page with Team members' names and contacts (emails, mobile numbers – this is for your benefit)
- What are each members' expectations and commitment to producing a quality final term paper?
 - Each member prepares her/his own paragraph
- Work plan – What is to be done? Who is assigned to each part of the paper (don't forget one person should be responsible to edit the report for grammar, etc.) and the due dates for the work;
- A short schedule of dates and times for online group meetings (with above deliverables); and
- Reference Page

This document will be a maximum of three (3) pages of text, plus the title page and appendices for references, work plan, team names and expectations, and schedule. It is very important to describe why the information you provided is valuable. Use the information but consider, "So what does this mean?"

All information must be cited in APA Style. Citations must be used in-text and complete references are included on reference page. **This document will be included in your final Term Project Paper, with any corrections or changes** outlined in the marked version by the Instructor.

iii. Term Project Paper

You will complete at a maximum of 10-12 pages, single-spaced written paper (not including title page, table of contents, any appendices, and References). Extensive research is required for the project. **Only one submission per group is allowed.** Please make sure to include the names of your group members on each submission and in your file name submitted through UR Courses.

Every team member is expected to contribute fully and in a meaningful way to the project. A peer evaluation will be submitted by each team member. The instructor reserves the right to adjust group members' marks based on their contributions to the project.

Teams will use the templates for the meeting agenda and meeting minutes and submit those with the final paper. Issues of poor or non-performance (e.g., missing meetings or missed deadlines) will be recorded in the meeting minutes. You are expected to manage your team's and individual team member's performance as a group and address any problems as they arise. However, if the issues cannot be resolved, you should advise your Instructor immediately (don't wait until when the assignment is due). If the Instructor deems any individual team member's performance to be unsatisfactory the individual's project grade may be reduced.

Please note that sites like Wikipedia, Investopedia, Business Dictionary, Twitter, etc. are *not* considered appropriate references, as they are not verifiable sources. Students citing these types of sources will receive reduced marks. Note: it is not acceptable to use content from any student's assignment or an assignment website's content, regardless if you cite the material. There are obviously student assignments on the internet, but they are not acceptable as sources and you should be cautioned, that these assignments are never of a good quality (so don't waste your money and expose yourself to misconduct). For assignments, multiple citations are better (look for multiple items of information).

It is very important to have strong conclusions about why the information you have provided is important.

F. Late Assignments and Missed Exams / In-Class Assignments

Late assignments are not accepted and there is no make-up assignment for any class assignments, if missed. A mark of 0% will be given. There are no make-up exams for missed mid-term exams.

G. Final Exam

The final exam is comprehensive covering course content from the entire semester with a higher weighting to the last part of the semester. **Note: You must pass the final exam to pass the course; failure to pass the final exam will earn a NP (not pass) on your course and will affect your grade point average.**

If you cannot write the final exam for medical or other legitimate reasons, your final exam may be deferred. However, your Instructor cannot defer the final exam; please contact the Associate Dean – Undergraduate Programs for deferral permission.

CLASS SCHEDULE

The following schedule is subject to change:

CLASS	DATE	CLASS TOPIC	READING
1	Aug. 30	Welcome, Introduction / Overview / Seeing Things Differently	Intro Slides, Outline
2	Sept. 6	World of Business and Business Environment	Ch. 1
3	Sept. 11	Global Business	Ch. 3
Due	Sept. 12	Pre-class Preparation 1: E Scan – Due before 11:00 p.m.	
4	Sept. 13	Entrepreneurship and Corporate Structures	Ch. 4 and 5



CLASS	DATE	CLASS TOPIC	READING
5	Sept. 18	Entrepreneurship and Business Planning	Ch. 4 and 5
6	Sept. 20	Case - Alison's Coffee shop	Read Case
Due	Sept. 26	Pre-class Preparation 2: Plagiarism – Due before 11:00 p.m.	
7	Sept 25	Library Research Instruction	
8	Sept. 27	Library research assignment (during class time)	
Due	Sept. 28	Assignment # 1 – Library Research – Due before 11:00 p.m.	
9	Oct. 2	1st Mid-term (written in class time) – items 1 to 6	
Due	Oct. 3	Pre-class Preparation 3: Indigenization – Due before 11:00 p.m.	
10	Oct. 4	Indigenization theme – Possible Guest Speaker	See UR Courses
Due	Oct. 6	Assignment # 2 – Why Am I Here? – Due before 11:00 p.m.	
	Oct. 9	No Class – Thanksgiving & Reading Week	
	Oct. 11	No Class – Reading Week	
Due	Oct. 15	Pre-class Preparation 4: MBTI – Due before 11:00 p.m.	
11	Oct. 16	Work Teams, Myers-Briggs, and 10 Things Requiring 0 Talent	See UR Courses
Due	Oct. 17	Submit topic and team members' names for final project	
12	Oct. 18	Human Resources Management – Guest Speaker	Ch. 9
Due	Oct. 22	Pre-class Preparation 5: Marketing – Due before 11:00 p.m.	
13	Oct. 23	Marketing – Possible Guest Speaker	
14	Oct. 25	Marketing	Ch. 12 and 13
Due	Oct. 29	Pre-class Preparation 6: Finance – Due before 11:00 p.m.	
15	Oct. 30	Personal Financial Planning	Personal Finance Ch. 1
Due	Oct. 31	Pre-class Preparation 7: Motivation – Due before 11:00 p.m.	
16	Nov. 1	Motivation	Ch. 10
Due	Nov. 5	Company Description and Industry Environmental Scan	
17	Nov 6	Finance and Banking	Ch 18 and 19
18	Nov. 8	2nd Mid-term (written in class time) – items 10 to 14	
19	Nov. 13	Operations Management	Ch. 8
20	Nov. 15	Accounting concepts	Ch. 17
21	Nov. 20	Accounting decision making	
22	Nov. 22	Ethics and Corporate Social Responsibility	Ch. 2
Due	Nov. 26	Term Project and Peer Evaluations – Due before 11:00 p.m.	
23	Nov. 27	Case: Pocket EOX	Read Case
Due	Nov. 28	Pre-class Preparation 8: Leadership– Due before 11:00 p.m.	
24	Nov.29	Leadership and Management	Ch. 6 and 7
25	Dec. 4	Summary of Seeing Things Differently, Wrap-Up, Evaluation	
26	Dec. 9	Final Exam – Saturday, Dec. 9 – 9:00 a.m. – Noon	