**Course Overview**

This course provides a broad introduction to business and management concepts. Functional areas such as marketing, finance, accounting, entrepreneurship, operations management, human resources, strategy, and organizational behavior are introduced. We also cover key processes and topics such as the Canadian business environment, environmental scanning, ethics and risk, and decision-making.

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

**Learning Objectives**

1. Understand the environment in which business operates.
2. Introduce the language and culture of business.
4. Prepare students for future courses in business and introduce potential career options.
5. Practice and develop qualitative and quantitative analysis and interpretive skills.
6. Refine team work skills and strengthen communication skills.
7. Introduce and practice ethical reasoning skills.

**Resources**

**Required Textbook**


NOTE: This is a custom edition for our BUS 100 class. The regular version of the textbook is also acceptable but is not for sale at the U of R Bookstore.

**URCourses:**

UR courses will be used *extensively* for class announcements, lecture slides, supplementary materials, electronic submission of assignments and posting of grades. Please visit UR Courses daily.
**Required Calculator**

You will require a calculator for the final examination. A four-function calculator (addition, subtraction, multiplication, division) is strongly encouraged. Calculators that have alphabetic programmable or communications capabilities will not be allowed during the final.

**Support Services For You . . .**

Each student in business is assigned a faculty academic program advisor. Your advisor is a great resource if you have any academic issues or questions. Other services provided through the University include:

- **Student Success Centre** (2nd floor in the Riddell Centre): provides personalized guidance and support to students in achieving their university, professional development, and life goals.

- **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 guidance on your e-scan and term project. The library has a special library guide (BUS 100 Libguide) designed just for you on your URCourses site or [http://uregina.libguides.com/cat.php?cid=21181](http://uregina.libguides.com/cat.php?cid=21181).

- **UR International** (Global Learning Centre at CW115): provides free academic and non-academic assistance (e.g., English language services, transition and adjustment to a new learning environment) to international students.

**Grading / Evaluation**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Pre-class preparation (preps)</td>
<td>10%</td>
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<tr>
<td>Midterm #1</td>
<td>10%</td>
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<tr>
<td>Midterm #2</td>
<td>15%</td>
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<tr>
<td>Assignments</td>
<td>20%</td>
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<tr>
<td>Assignment #1: Why Am I Here?</td>
<td>5%</td>
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<tr>
<td>Assignment #2: E-scan part 1</td>
<td>5%</td>
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<tr>
<td>Assignment #3: E-scan part 2</td>
<td>10%</td>
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<td>Term Project</td>
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<td>Written Report</td>
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<td>Presentation</td>
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<td>Final Examination (50% required to pass the class)</td>
<td>30%</td>
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<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</table>

**Note**: Students must complete all required course work to be in good standing and be allowed to write the final exam. This includes attending at least 21 of 26 classes, completing at least 5 of 7 class prep assignments, the two e-scan assignments and the term project (including presentation).
Class Protocol

- **Prepare** fully by reading the chapters in the textbook and completing necessary pre-class assignments.
- **Attend** class regularly and be punctual. Attendance is paramount for you to succeed in this class.
- If a class is missed, it is your responsibility to obtain notes, assigned activities, handouts, etc. from another class member.
- **Participate** in class discussion and activities. Participation enhances your learning and the learning of others.
- **No late assignments will be accepted.** Plan ahead and you can always submit your assignment early!

Assignments & Exams

Pre-Class Preparations (preps)

Class preps are intended to help you come prepared for the topic being discussed in class. These assignments are mandatory and are to be submitted on UR Courses. The deadline for each prep is 11:00 pm the night before the class unless otherwise noted (see class schedule on back page).

While you may choose your own format / presentation, ensure your work is thorough, well thought out, presented in a professional tone and referenced as required (APA citation).

*Marking key:*

Minimal or no effort 0%
Some effort evident with limited breadth and/or depth of analysis 1%
Significant effort with strong breadth and depth of analysis 2%

*Note:* You must complete 5 of the 7 pre-class preps to be eligible to write the final exam. If you complete all 7 that is great and all 7 marks will count towards your final grade!

Exams

Exams may reference all in-class and textbook material. Exams will possibly include a variety of multiple choice, short answer, longer essay, and mini-cases.

*Midterm #1:* This exam is in the first month to help students understand how well they are doing in class so that any issues can be addressed early.

*Midterm #2:* This exam will cover course content from start of the semester, but with more emphasis on content subsequent to the first exam. The mid-term exam will not be rescheduled and no make-up exam will be offered.

*Final Exam:* The final exam is comprehensive, covering all course content. It will have a similar format to the mid-term exam and will be discussed in class, closer to the exam date.
Assignment #1: Why Am I Here?

This is a 500 word formal essay (using professional writing and presentation) that will reflect on your reasons for joining this class, the challenges you anticipate, and how you will achieve success. A detailed description of this assignment is posted in the link where you will submit this assignment on UR Courses.

This assignment will be evaluated on two things:
- The breadth and depth of effort put into your thoughts, and
- The quality of written presentation (structure, clarity, spelling, grammar, etc.).

Assignment #2: Environmental scan (E-scan) Part 1

With a partner, you will conduct an e-scan research inquiry on a Canadian public company, selected from a “hat”. This Part 1 is baseline research to prepare you for submission of the full e-scan assignment (Part 2). Only assignments written on companies from this prescribed list of companies will be accepted. Each of the companies is traded on the Toronto Stock Exchange (TSX); each company operates in a different sector of the economy.

NOTE: One submission per partner group, plus one hard copy submitted at the beginning of class on the due date. Further assignment details, the format required and a marking guide is posted on URcourses.

Assignment #3: E-scan Part 2

Using the e-scan inquiry form you completed and the feedback received on your assignment #2, you will complete a written paper on your selected company. A marking guide for this assignment is on URcourses.

NOTE: Multiple references (five or more) are good. Sites like Wikipedia, Investopedia, Business Dictionary, etc. are not considered appropriate references. If these sites are used, the assignment will be given a zero.

One submission per partner group, plus one hard copy submitted at the beginning of class. Further assignment details, the format required and a marking guide is posted on URcourses.

Peer evaluations: Although not required, you may complete a peer evaluation for this assignment. You and your partner will evaluate each other’s performance. Individual marks may be adjusted accordingly. The peer evaluation form is on URcourses.

Term Project:

The term project is designed to integrate your learning experiences in BUS100 through research, analysis and experiential learning. You have several options for your project.

Your instructor must approve all term project ideas before you proceed.
1) **All students** have the option to complete an individual project, designed to reinforce course learning through in-depth research and analysis.

Project deliverables include a 1,000-word paper plus a 2-3 minute (maximum) class presentation. The project may be one of:

- Business analysis
- Another project assigned by the instructor.

2) **Students who achieve at least a 60% combined average** on the first exam and the Why Am I Here essay, are eligible to complete a team project. This option offers advanced learning opportunities for experiential learning and development of teamwork skills. If you have achieved the 60% benchmarks you are strongly urged to pursue one of these options.

Project deliverables for each team include a 2,000 – 2,500 word paper plus a 5-7 minute (maximum) class presentation. The project may be one of:

- Hill Business Students Society case competition
- Enactus community service
- A business plan project
- Another project assigned by the instructor

Teams will be formed in mid-October. It is important that you select people for your group that share and will commit to your expected goals (e.g., quality of report, target grade, etc.). You are expected to manage your group and address any problems that may arise. Advise the instructor if these problems do not get resolved – don’t wait until the end of the semester!

**Project Descriptors:**

Further detailed instructions and a marking guide are posted on UR Courses.

1) **Business Analysis:**

You will select an organization different than the one used for your e-scan project. You will conduct an e-scan analysis for the organization using course concepts from at least four (4) functional areas of business. You will use your analysis of the organization and the way it functions to draw conclusions and make recommendations about how the firm should proceed going forward.

2) **Business Case Competition:**

**Note:** This option is only available to those teams that are prepared to compete in the Business Student Society (BSS) case competition on November 10th (evening) and all day November 11 & 12.

**Part 1:** From Thursday, November 10 to Saturday, November 12, each team will compete in the BSS case competition. Each team will be given a case the morning of November 12th to deconstruct and be required to make a verbal presentation of the proposed solution in front of judges. Each team will be assigned JDC West case competition alumni who will work with the team to guide the team during the
deconstruction, but they will not participate in the development of the solution or finalization of the presentation. Top performing teams will be considered for bonus marks.

Part 2: This is a formal written analysis of the competition case. You should follow the case analysis format taught in the case writing success seminar and, ideally, incorporate concepts from at least four (4) relevant functional areas of business into your analysis.

Teams will receive full marks for the presentation portion of this project since a presentation was made and the significant time investment of 2.5 days during the competition weekend.

3) Enactus Community Service (volunteer):

Enactus is a global community of student, academic and business leaders who are using entrepreneurial action to create a better, more sustainable world. The U of R Enactus Club welcomes BUS 100 students to join the club and experience a community service project as part of a team.

Each team member will volunteer at least 15 hours (by the due date) with a predetermined community charitable organization. You will conduct an e-scan for the organization, analyzing internal organization documents, interviewing staff and gathering information. Based on your observations and analysis, you will write a group paper based on your collective experiences, what you learned about the organization and how it operates the same as, or differently from, a business. You will integrate course concepts from at least four (4) textbook chapters (excluding accounting) in your organization analysis. Finally, you and your team mates will reflect on your experiences as members of the Enactus club.

4) Business Plan:

NOTE: You must have your business idea approved by your instructor prior to proceeding.

Your team will develop a business plan for a new business. It may be any Regina-based goods or service, but the Instructor will approve the topic. The analysis will cover content from any least four (4) chapters except accounting (e.g., Marketing, Operations, Human Resources, etc.) plus external industry environment analysis sections.

Summary of three (3) deliverables for all projects:

1. Final Report: A detailed description and marking guide is posted on UR Courses. Critical thinking skills must be applied to make a strong conclusion in your report. Consider these projects as working for a client as a consultant.

Only one submission per group is required. Your report must be submitted in both hard and soft copies. The soft copy will be submitted on-line through URCourses as a Word document using the appropriate TurnItIn assignment submission link. Files must be in .doc or .docx format only. No PDFs or Apple file extensions will be accepted. Your soft copy must be submitted before the start of class time on the day it is due. The printed hard copy of your assignment should be handed in before the instructor begins class on the day that it is due.
2. **In-class Presentation:** At the end of the semester you will deliver an oral presentation of your work and conclusions. Teams have 7 minutes (maximum) and individuals have 3 minutes (maximum). All group members must participate in the presentation.

3. **Peer Evaluation:** The group project grade will include peer evaluations. You will provide relative scores for yourself and all other members in your team. An average of all team member scores will result in the overall project grade for each student. Peer evaluations will be retained confidentially. Peer evaluations forms will be posted on UR Courses.

**Documents Produced:**

Please follow the specific directions in the detailed marking guides for each assignment. Student name and number should appear on all assignments. All papers will be assessed for good writing style, appropriate grammar, spelling and use of APA style of citations and referencing.

Submissions must be in .doc or .docx format only. No PDFs or Apple file extensions will be accepted.

**No Late Assignments**

Late assignments will not be accepted and will receive a mark of zero. Plan ahead to make sure you have your work done on time.

**Success Seminars:**

At least 6 optional seminars will be held over the semester. The specific topics, times and locations are in the class outline schedule (see page 8). Three offerings of each seminar to allow you to fit one of these times into your schedule.

**Note:** Students who attend the seminars will gain practical information and strategies to assist them to do better in class.
Special Needs:

If you require special accommodation of any kind in this course because of a disability, please advise the Instructor. In addition, please contact the Coordinator, Disability Resource Office at 585-4631 or visit them at Room 251.15 Riddell Centre.

Academic Misconduct and Plagiarism:

While you are encouraged to interact with and learn from other students in this class, you are required to do your own work. **Plagiarism and cheating on course work is a serious issue.** Please avoid actions that constitute academic misconduct that could include sharing answers during exams, talking during exams, signing other classmates in for attendance purposes, etc. Be sure you understand Section 5.13 Student Behaviour, contained in the 2016-17 Academic Calendar, or ask your instructor in advance if you have questions about plagiarism or other forms of misconduct.

**NOTE:** The Associate Dean requires that ANY level of plagiarism in the form of ANY missing in-text citations and/or references must be referred to his office for investigation of academic misconduct. For a student in their first semester at the University of Regina, a first offence, whether intentional or not, would typically carry a penalty of a notation in their student file and 3% off of their final grade in the course. For a student who has already attended the University of Regina for at least one semester, a first offence, whether intentional or not, would typically carry a penalty of a notation in their student file and a 0% on the assignment. (These penalties apply only to the classes offered by the business faculty and are typical only, as they do not take into account the Associate Dean’s investigation into individual circumstances.) In order to avoid such penalties, it is critical that you provide complete referencing and in-text citations, even if the formatting isn’t perfect. You are encouraged to err on the side of caution and to “over-cite” rather than to exclude necessary information.

Plagiarism includes missing references, in-text citations, and quotation marks. Students who plagiarize unintentionally most often do so by failing to include all necessary in-text citations. In-text citations must be included for any and all information located through research. This includes anything that was not from your own previous knowledge or your own personal analysis of the research, even if the information is paraphrased, a direct quotation, a fact, a number, a statistic, someone else’s opinion, or was found through multiple sources.

**Remember, cite the ideas, not just the words.**

Racial and Sexual Harassment:

The University of Regina promotes a learning environment that is free of all forms of harassment and discrimination. For further information, please see the following:

## Class Schedule (subject to revision):

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Text</th>
<th>Due Dates</th>
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<tbody>
<tr>
<td>1</td>
<td>Sep 08 Course Introduction &amp; Overview</td>
<td></td>
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<tr>
<td>S1</td>
<td>Sep 13/14 Seminar 1: Business Student Society (BSS), UR Investing Tues. 11:30 – 12:20 ED 106 OR Tues. 5:30 – 6:20 ED 193 OR Wed. 5:30 – 6:20 ED 191</td>
<td>Ch. 1</td>
<td>Prep 1: MBTI A1: Why Here (Fri. Sep 16, 11 PM)</td>
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<td>2</td>
<td>Sep 13 Essence of Business</td>
<td>Ch. 1</td>
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<td></td>
<td>Sep 15 What Makes You Tick! (MBTI)</td>
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<td>S2</td>
<td>Sep 20/21 Seminar 2: Exam Writing Skills</td>
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<td></td>
<td>Same locations &amp; times as first seminar</td>
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<td>4</td>
<td>Sep 20 Environment of Business</td>
<td>Ch. 2</td>
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<td>5</td>
<td>Sep 22 Citations, research &amp; plagiarism: Dr. Lisa Watson</td>
<td>Prep 2: Plagiarism</td>
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<td>6</td>
<td>Sep 27 <strong>Midterm Exam #1</strong></td>
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<td>7</td>
<td>Sep 29 Environment of Business (Cont’d)</td>
<td>Ch. 2</td>
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<td>S3</td>
<td>Oct 4/5 Seminar 3: Student Success Services</td>
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<td>Same locations &amp; times as first seminar</td>
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<td>8</td>
<td>Oct 4 Entrepreneurship exercise: Bruce Anderson</td>
<td>Ch. 4</td>
<td>A2: E-scan Part 1 Prep 3: Marketing</td>
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<td>9</td>
<td>Oct 6 Marketing: Dr. Lisa Watson</td>
<td>Ch. 12, 13</td>
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<td>10</td>
<td>Oct 11 Human Resource Management (HRM)</td>
<td>Ch. 8</td>
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<td>11</td>
<td>Oct 13 HRM / Motivation</td>
<td>Ch. 9</td>
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<td>S4</td>
<td>Oct 18/19 Seminar 4: Case Writing</td>
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<td>Same locations &amp; times in first seminar</td>
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<td>Oct 18 Motivation</td>
<td>Ch. 9</td>
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<td>12</td>
<td>Oct 20 Leadership &amp; Management</td>
<td>Ch. 6</td>
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<td>S5</td>
<td>Oct 25/26 Seminar 5: Project Management Skills</td>
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<td>See locations &amp; times in first seminar</td>
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<tr>
<td>13</td>
<td>Oct 25 Case – Alison’s Coffee Shop</td>
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<td>Prep 4: Case #1 A3: E-scan Part 2</td>
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<tr>
<td>14</td>
<td>Oct 27 Operations Management</td>
<td>Ch. 10</td>
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<td>15</td>
<td>Nov 1 <strong>Midterm Exam #2</strong></td>
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<td>16</td>
<td>Nov 3 Corporate &amp; Social Responsibility</td>
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<td>Guest speaker: Sask. Energy</td>
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<td>17</td>
<td>Nov 8 Finance &amp; Banking: Guest speaker: Lee Elliott</td>
<td>Ch. 14</td>
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<td>18</td>
<td>Nov 10 Accounting concepts: Nola Joorisity</td>
<td>Ch. 11</td>
<td>Prep 5: Accounting</td>
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<td>19</td>
<td>Nov 15 Accounting decision making: Nola Joorisity</td>
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<td>20</td>
<td>Nov 17 Case: Urban Rehab</td>
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<td>Prep 6: Case #2</td>
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<tr>
<td>S6</td>
<td>Nov 22/23 Seminar 6: Presentations &amp; Networking</td>
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<td></td>
<td>Same locations &amp; times in first seminar</td>
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<tr>
<td>21</td>
<td>Nov 22 Bottle Shock Exercise: Dr. Wally Lockhart</td>
<td>Ch. 3</td>
<td>Prep 7: Ethics*</td>
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<tr>
<td>22</td>
<td>Nov 24 Professional Ethics: Dr. Wally Lockhart</td>
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<td>23</td>
<td>Nov 24 Project final report due: Both hard and soft copy. One submission per group / individual.</td>
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<td>24</td>
<td>Nov 29 Project Presentations</td>
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<td>25</td>
<td>Dec 1 Project Presentations</td>
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<td>26</td>
<td>Dec 6 Project Presentations &amp; Wrap Up</td>
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**Final Exam:** December 9 @ 7:00 to 10:00 PM

* Prep 7 is due **Sunday November 27th at 11:00 pm.** It is helpful to attend the class lecture, THEN attempt the prep.
Feeling Stressed? Always worried?

Some stress is normal when you’re going to university but 1 in 5 students will suffer from enough distress that they would benefit from counselling.

What can I do?
The U of R offers several counselling services free of charge for students at the U of R. These sessions are confidential and easy to access for students – simply go to the second floor of Riddell, Room 251 to make an appointment.

When should you go?
Knowing when to schedule an appointment can be tough. Some common issues you might need help with include test anxiety, if you’ve experienced a trauma like losing a family member or a close friend, or if you’ve recently ended a relationship.

If the feelings you’re experiencing are more intense and severe counselling services can also provide urgent service within 3 days and referrals as needed.

What options are available for me?

Personal Counselling – This is a great option if you’d like one on one attention for things like anxiety and panic, relationship conflict, depression, grief and loss, academic issues, body image and substance abuse. Up to 5 sessions are free per semester. Try it – talking about your problems can be more helpful than you might think!

Group Counselling – Simply put, you’re not alone. Many students are experiencing the same things as you. The U of R offers a wide variety of group counselling opportunities that can help teach many skills for managing your mental health, including: Meditation and relaxation, Healthy relationships, Stress Management and Self-Care.

But I can’t afford counselling...

Seeking counselling doesn’t have to be cost prohibitive. Many students can benefit from the 5 free sessions offered by the University as a benefit of being a student.

If you need more sessions make sure you contact URSU and visit www.IHaveAPlan.ca. Many expenses that are related to mental health, including going to a psychologist, are partially covered by your Student Health and Dental Plan!

What else can I do?

Self-care - taking better care of yourself, can help you out. Eating better, working out, smoking and drinking less and balancing school with fun can all help with mental health!

Have a problem but don’t know how to fix it?

URSU’s Student Advocate can help you free of charge!

Academic Appeals
Disciplinary Appeals
Student Loan Appeals
E-mail advocate@ursu.ca to schedule an appointment today!

Emergency Bursaries
Notary Public
Rentalsman Appeals