University of Regina - Faculty of Business Administration
Introduction to Business – Winter 2019
Tuesdays and Thursdays
8:30-9:45 (002, 032) (ED 193)
4:00-5:15 (004, 034) (ED 623)
Tuesdays
7:00-9:45 (006, 036) (ED 623)

Instructor: Brian Schumacher
Office: ED524.11
Office Hours: Tuesday and Thursday 10:00 a.m.-11:00am, Tuesday 6:15pm-6:45pm
and by appointment
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Fax: 585-4805
e-mail: brian.schumacher@uregina.ca
Website: https://urcourses.uregina.ca
Text Website: www.pearsoned.ca/mybusinesslab

Overview:
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.

Learning Outcomes & Objectives:
To introduce the fundamental concepts and theories of business in Canada. Provide a broad understanding of the various components of business in Canada as a basis for further learning and study in the business realm. Enhance your teamwork skills through group exercises and involvement.

Course methodology:
The course will employ a variety of methods to facilitate student learning about Canadian business. Class presentations, readings, exercises, problem solving, small and large group discussions and teamwork will be employed during the term. As with many courses in the Faculty, the case study will be an integral stimulus in the learning process. The group presentation will provide the
opportunity to display deeper understanding of several course themes in a work-like environment.

**Supplemental Readings:**
Other relevant readings as well as lecture notes will be posted on URCourses or referenced in class. These will be helpful for a full understanding of the subject matter and will better prepare the student for in-class discussions. As well, students are invited to submit articles of interest so they may be posted, shared and discussed.

**Writing Resources:**
The University of Regina’s Writing Clinic provides consultation for students in all disciplines and at all year levels. For further information, contact the clinic at 585-4076 or Room 230, Dr. William Riddell Centre. You can also visit the clinic at [http://www.uregina.ca/sdc](http://www.uregina.ca/sdc). Links to other writing resources will be posted on our WebCT site.

**Students with Special Needs:**
Any students who, because of a disability, may have a need for special accommodations should contact the Coordinator of Disability Resource Office at 585-4631 immediately. I will be happy to discuss accommodations with you once you are registered at the office. Please note that many accommodations require advance notice to plan and arrange.

**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 [http://www.uregina.ca/gencal/ugcal2005/ugcal2005-09.html#P3804_260089](http://www.uregina.ca/gencal/ugcal2005/ugcal2005-09.html#P3804_260089)

**Cheating 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 is a serious issue.** Students plagiarizing others’ work will face misconduct penalties. 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 6A –Student Code of Conduct and Right to Appeal, contained in the 2018-19 Academic Calendar, [https://www.uregina.ca/student/registrar/resources-for-students/academic-calendars-and-schedule/undergraduate-calendar/assets/pdf/2018-2019/2018-19-UG-Calendar-Full.pdf](https://www.uregina.ca/student/registrar/resources-for-students/academic-calendars-and-schedule/undergraduate-calendar/assets/pdf/2018-2019/2018-19-UG-Calendar-Full.pdf) or ask your Instructor in advance if you have questions about plagiarism or misconduct.

Using someone else’s words as your own (or plagiarism) includes omitting references, in-text citations, and quotation marks. If you are using someone's words or sharing their ideas, you must give them credit through proper citation or it can be considered plagiarism. 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 research and analysis. Even if the information is paraphrased, it must be cited along with a direct quotation, a fact, a number, a statistic, someone else’s opinion, or was found through multiple sources. **You must cite ideas too, not just the words.**

**NOTE: ANY** level of plagiarism in the form of **ANY** missing in-text citations and/or references MUST be referred to the Associate Dean – Undergraduate Program’s office for investigation of academic misconduct. Consequences may include a notation in a student’s file, a 0% on the assignment, or more severe penalties. Don’t affect your academic career, cite correctly.

**Required Text:**

Ebert, Griffin, Starke, and Dracopoulos - Business Essentials (ISBN: 9781323449967). Please note this is a customized version for the “University of Regina BUS100” class. The textbook’s regular version would also be acceptable but it is more expensive.

**Assessment:**

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>a)</strong> First Mid-Term</td>
<td>10%</td>
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<tr>
<td><strong>b)</strong> Second Mid-term</td>
<td>20%</td>
</tr>
<tr>
<td><strong>c)</strong> E-scan</td>
<td>10%</td>
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<tr>
<td><strong>d)</strong> Group Presentation and Paper</td>
<td>25%</td>
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<tr>
<td><strong>e)</strong> Final Examination (Comprehensive)</td>
<td>35%</td>
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<td><strong>TOTAL:</strong></td>
<td><strong>100%</strong></td>
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**Expectations:**

Regular attendance is strongly recommended as examinations may reference all text and in-class content and specific questions will be drawn from class discussions for all exams. Should you miss a class, it is your responsibility to obtain notes, assigned activities, etc. from another member of the class. Students missing an excessive number of classes (more than 6 day classes or 3 night classes) will have the weighting of the group assignment shifted to the final exam.
## Class Schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Schedule (Subject to Change)</th>
<th>Reading</th>
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<tbody>
<tr>
<td>1 Week of January 7</td>
<td>Canadian Business System Introductions</td>
<td>Chapter 1</td>
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<tr>
<td>2 Week of January 14</td>
<td>Business Environment</td>
<td>Chapter 2</td>
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<tr>
<td>3 Week of January 21</td>
<td>Conducting Business Ethically and Responsibly</td>
<td>Chapter 3</td>
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<tr>
<td>4 Week of January 28</td>
<td>Global Context of Business</td>
<td>Chapter 5</td>
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<tr>
<td>5 Week of February 4</td>
<td><strong>First Mid-term</strong> Entrepreneurship, Small Business, and New Venture Creations</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>6 Week of February 11</td>
<td>Managing the Business Enterprise</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>7 Week of February 18</td>
<td>Reading Week</td>
<td></td>
</tr>
<tr>
<td>8 Week of February 25</td>
<td><strong>Group Oral Overview</strong> Presentations Organizing the Business Enterprise</td>
<td>Chapter 8 (pgs. 88-93)</td>
</tr>
<tr>
<td>9 Week of March 4</td>
<td>Managing Human Resources and Labour Relations</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>10 Week of March 11</td>
<td>Understanding Marketing Processes and Consumer Behaviour Developing and Promoting Goods and Services</td>
<td>Chapter 12, 13</td>
</tr>
<tr>
<td>11 Week of March 18</td>
<td><strong>Group Presentations</strong></td>
<td></td>
</tr>
<tr>
<td>12 Week of March 25</td>
<td><strong>Group Presentations</strong></td>
<td>Chapter 14</td>
</tr>
<tr>
<td>13 Week of April 1</td>
<td>Operations Management and Quality Control</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>14 Week of April 8</td>
<td>Understanding Accounting</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>April 20, 9:00am</td>
<td><strong>Final Examination</strong></td>
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Environmental Scan Project:

DESIRED OUTCOME: The Environmental Analysis (or Environmental Scan or E-scan) project will require you to partner with another student to conduct a brief e-scan of a local business or entity. Your team will provide a two-page document that displays your understanding of the business and the e-scan process. A separate document posted to URCourses will detail this assignment.

Team Project and Presentation:

DESIRED OUTCOME: To begin a deeper understanding of business in Canada, and to build on the understanding gained from the environmental scan exercise, you will select a locally headquartered company that you believe will thrive during your four-year stay on campus.

Your group of 4 will conduct research and provide evidence of understanding of topics discussed in at least six of the chapters of the text as they relate to your target organization.

Your group will provide an oral overview of the project, a final paper and a final presentation on the organization.

Oral Overview

These 5 minute ungraded presentations offer opportunities to:
• learn by practicing presentation skills and giving/receiving feedback
• strengthen the group report and final presentation
This presentation will provide your group with the opportunity to bring the class up to date with progress on your group project. Your group can discuss the Chapters you intend to focus on, issues associated with accessing or interpreting the information you have or are seeking.

Use your research to clarify:
• What does the company do? What do they sell (any Brand Names?)?
• What are their key goals / strategic directions / mission
• Speculate on where they will be as you finish your studies

Final Presentation (10 marks)

Present your findings and speculate on the future of the target organization in an engaging, professional, workplace fashion.

All of your research should be presented in a strategic format so that your audience has an understanding of who the organization is, in what industry they operate, successes and challenges experienced, and a walk-through of the more detailed analysis emanating from at least six of the chapters of the text.
The challenge is to present in an engaging and creative way to your peers. What aids (overheads, handouts, PowerPoint) will engage your audience and aid in understanding? What vocabulary, phrasing, examples will help?

Some tips:
• divide up tasks and involve all group members in the presentation
• dress with the audience and presentation style/format in mind
• provide relevant and readable visuals/props
• offer clear signposts, summaries, transitions, reinforcements
• keep audience needs and interests in mind
• speak clearly, audibly, and enthusiastically
• attend to body language and gestures
• don’t read your presentation or go over time limit of 5-8 minutes
• engage your audience in questions and answers

Final Report (15 marks)
Format: Minimum 8-page paper

Your submission must include a title page indicating the names of group members, the name and number of the class, the name of your instructor, and the due date of the assignment.

Following is a sample format for you to follow. Deviations from this, or a very similar structure, should be discussed with me to ensure your group will fully meet the requirements of the assignment.

1) Corporate Mission / Business

2) Business Environment
• Identify key issues from the business environment which may affect the company.
• You may find issues in the news, on the company’s web site, through web searches, in the library, etc. Do not contact the company.
• Try to apply the issues discussed in the text / lectures: Issues which may substantially affect the future of the business.
• Discuss: What do you think the company should do in response to what’s happening in their business environment?
• NOTE: You may have to look around & do some research to earn full marks on this question.

3) Ethics & Social Responsibility
• Briefly describe the company’s statements / policies on their web site regarding ethics, environmental responsibility, community involvement, employment equity / workplace diversity & related issues. Discuss: Are the policies / statements clear in terms of what they mean? Were you left with unanswered questions about how the company deals with these issues?
• If there are no statements on these topics, briefly describe what you think the key issues they would face in each of these areas - based on what you have learned about the company and its business environment.

4) Financial Analysis
Prepare a brief discussion for each of the three general areas (financial position, profitability and market value). Discuss what each of the indicators means, and how well you think the company is doing based on their scores/ratios.

5) Conclusion
Provide your evidence-based thoughts on why you believe the business will survive, thrive or fail in the time that you are pursuing your program.
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.**

<table>
<thead>
<tr>
<th>What can I do?</th>
<th>What options are available for me?</th>
<th>But I can’t afford counselling...</th>
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<tbody>
<tr>
<td>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.</td>
<td><strong>Personal Counselling</strong> – 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! <strong>Group Counselling</strong> – 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.</td>
<td>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 <a href="http://www.iHaveAPlan.ca">www.iHaveAPlan.ca</a>. Many expenses that are related to mental health, including going to a psychologist, are partially covered by your Student Health and Dental Plan!</td>
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### 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
- Emergency Bursaries
- Notary Public
- Rentalman Appeals

E-mail advocate@ursu.ca to schedule an appointment today!