Paul J. Hill School of Business

Fall 2019 Course Outline
BUS 100-003 – 4:00 p.m. Intro to Business

Times/Dates: 4:00 – 5:15 p.m. **Mondays and Wednesdays**, September 4 – December 4
Classroom: ED 616
Course Site: http://www.uregina.ca/urcourses/

Instructor: Lee Elliott
Office Location: ED 540.5
E-mail: Lee.Elliott@uregina.ca
Office Hours: By Appointment

COURSE SUMMARY

This course provides an orientation to business and management concepts, and introduces business functional areas – marketing, finance, accounting, operations, human resources, strategy, and organizational behavior – the focus of future business classes. Further, the course covers key processes / topics such as the Canadian business environment, ethics, environmental scanning, risk, and decision-making.

LEARNING OBJECTIVES

The course objectives are to:

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

The course will use lectures and guest speakers, cases, exercises, group discussions, projects and presentations, audio visual materials, online resources, and extra reading.

BEING SUCCESSFUL IN THIS COURSE

In contrast to high school, at university you have less contact time with "teachers", your marks are often initially lower (but that can improve), and class work is done on your own time and initiative. Past students have offered suggestions for a **"Top 10" success list:**

1. ATTEND: Go to all classes.
2. READ: Buy a textbook / e-book and read assigned readings / course notes before every class.
3. ASK: Seek help and/or clarification if you don't understand. Don't wait until just before an exam or assignment.
4. STUDY: Book a fixed time weekly (e.g., Mondays from 2-4 p.m.) to prepare for class and assignments.
5. RECORD: Take your own notes in class, adding examples and class discussion points to *your* course notes, and review your notes after class.

6. STAY POSITIVE: A bad mark shouldn't discourage you. Ask how to do better.
7. PARTICIPATE: Get involved in class – ask questions, make comments, answer questions, and learn from the discussion in class.
8. DO THE EXTRA: Take advantage of the textbook resources, study resources, and other tools to help you get ahead in the class.
9. STAY FOCUSED: Turn off your mobile phone – your attention should be on class.
10. HAVE FUN or why are you doing this?

Your goal is *not* just passing this class. BUS 100 is a foundational class where you master a new vocabulary and perspective, and gain new skills. You will face competition for jobs (including over 1,500 Hill students) so you need to stand above others – in your marks, in your work and volunteer experience, and in your attitude and skills.

Again, the **magic number is 10.** You need to spend at least 7 hours but ideally 10 hours a week on this class, *outside* of doing assignments and studying for tests. Do the math…

Hours in class per week – 2 classes per week x 75 minutes =	3
One-two hours preparing for *each* hour of class (3 hours x 2) =	6
Review of class notes after each class (30 min. twice weekly) =	1
	10

Commit this time each and every week, OR you are already behind! Note: your assignments and exam study will be extra time. If you are taking four to five classes this semester, your commitment will be at least 35-60 hours per week – school is certainly a full-time job! You will fit this around any part-time work, social activities, healthy eating, relaxation, and exercise.

RESOURCES

Required Readings

1. TEXT: Hard Copy with online access card or E-book

Pride, W. M., Hughes, R. J., Kapoor, J. R., Althouse, N. R., & Allan, L. A. (2019). *BUSINESS.* First Canadian Edition. Toronto: Nelson. (ISBN: 978-0-17-683096-0).

2. Open Source Text: (Free)

Bettina Schneider, *Personal Finance for Indigenous and Non-Indigenous People*, open source textbook, 2018. https://www.uregina.ca/open-access/open-textbooks/index.html

3. UR Courses: **Visit UR Courses class site *before every class*** to ensure you have updated information and any extra resources. Class assignments are handed in through Turnitin on the site. Class messages from the Instructor and to the Instructor will be through UR Courses email.

YOUR SUPPORT SERVICES – RESEARCH, STUDYING & WRITING

Each business student is assigned 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**, located on the 2nd floor in the Riddell Centre. The Centre provides personalized guidance and support to students in achieving their university, professional development, and life goals.
- 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 guidance on your E-Scan and term project. The library has a library guide (Kate's Libguide) designed for you on the UR Courses site or http://uregina.libguides.com/cat.php?cid=21181.
- **UR International** provides free academic and non-academic assistance (e.g., English language services, transition and adjustment to a new learning environment) to international students. The Global Learning Centre is located at CW115.

SPECIAL NEEDS

If you have a special accommodation need, please contact the Centre for Student Accessibility at (306) 585-4631, visit Room 251 (Riddell Centre) or e-mail: accessibility@uregina.ca. If you require an accommodation, please ensure the proper documents are provided by the Student Accessibility Office and discuss your needs with the instructor as early as possible.

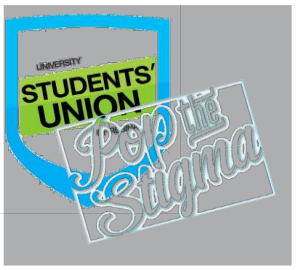
HARASSMENT POLICY

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 behavior, 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. Some situations that do not constitute harassment include, but are not limited to:

- The correction, grading, assessment or appropriate criticism of any student's academic efforts, even if they are adverse or if the student does not agree.
- Insistence on academic excellence or a reasonable quality of job performance.
- The free academic study, discussion and debate of controversial topics in an academic environment, including topics that may be offensive to groups or individuals.
- Practices required or permitted by law or contract; practices and procedures that are reasonable and bona fide in the circumstances.
- The statement of any opinion by a person who has been legitimately asked to state their opinion.
- Lively discussion of issues in the course of legitimate academic inquiry and scholarly research.
- Light-hearted banter and joking that is welcomed by the recipient(s).

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 (Room 251.14 Riddell Centre) at (306) 585-5400 or respect@uregina.ca.

University of Regina Counselling Services



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
- Emergency Bursaries
- Notary Public
- Rentalsman Appeals
- E-mail advocate@ursu.ca to schedule an appointment today!

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 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 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.

GRADING

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. Students must complete at least a minimum amount of course work to be in good standing (including attending at least 21 of 26 classes) to complete the course and write the final exam.

Students that do not achieve a mark of at least 60% of the first assignments and the first mid-term exam will be automatically referred to the Student Success Centre, and encouraged to seek their assistance in improving the students' academic performance.

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 as long as you have: 1) passed the final exam and 2) passed the class, before using the bonus marks.

For more information about the participant pool and to sign up for the studies, please visit the faculty website at https://www.uregina.ca/business and then find Pool of Research Participants under Quick Links, and then go to Sona Systems. If you do not have an account, register using your U

of R email as ID (no other email will work). For example, if your e-mail address is smith23k@uregina.ca, you should enter smith23k as your User ID (the same User ID you use for UR Courses). Use your U of R User ID whenever you contact the participant pool coordinator at business.participant.pool@uregina.ca.

Mark Distribution

Deliverables	Marks
1. Class Participation and Attendance	10%
2. Pre-class preps (5)	5%
3. Midterm #1	10%
4. Midterm #2	10%
5. Assignment #1 - Why am I here?	5%
6. Assignment #2 – E-scan	10%
7. Term Group Project	15%
8. Final Exam (**must pass final to pass the class)**	35%
TOTAL	**100%**

COURSE REQUIREMENTS

Pre-class preparation (preps)

Class preps are intended to help you come prepared for the topic being discussed in class. Note: All submissions are submitted through Turnitin (on UR Courses) and must include your name in the file name and on the first page of the assignment.

The deadline for each pre-class prep is before 11:00 pm on the night before the class when the content is discussed. Late assignments are not accepted for any reason and will be assigned a mark of 0%. The expectations are for a thorough, well thought-out work, presented in a professional tone. The following is the marking key:

Effort	Maximum mark is two (2)
Minimal or no effort	Awarded a mark of zero
Some effort / thought evident. Limited breadth and/or depth of analysis.	Awarded a mark of 0.50
Significant effort/breadth and depth of analysis	Awarded a mark of 1.00

Exams:

There are three exams, each with questions in a variety of formats, which may include multiple choice, short answer, longer essay, and mini-cases. The exact format will be discussed in class. Guest speakers are key to class and you will be tested on their content.

Midterm #1

The first exam will be held on course material covered before the 1st midterm. Please see the class schedule for the specific topics and chapters to be covered. This exam is an early warning indicator of how well you are doing in class so that issues can be addressed early.

Midterm #2
The second term exam will cover course content from the start of the semester, but with more emphasis on recent content since the first midterm.

Final Exam
The final exam is comprehensive covering course content from the entire semester. All sections of BUS 100 write the exam on the same date and time.

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

Assignments:

Please **submit assignments via the appropriate Turnitin® link on UR Courses**. No hard copies of assignments will be handed in. Late assignments are not accepted and will be assigned a mark of 0%.

Assignment #1 - Why am I here?
This is an **a maximum of 500 words**, formal essay (using appropriate 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.

In marking the assignment, you will be evaluated on two things:

- The breadth and depth of effort you put into your thoughts, and
- The quality of written presentation (structure, clarity, free of errors, etc.)

Prep #1 – Library Research:
This assignment will be done with a partner(s). An in-library session will be held to outline finding and using business information. Then in a follow-up in-library session with support of the library staff, the partners will use the assignment template to answer questions about the selected company's internal and external environment. Only one submission per partner group is required at the UR Courses link.

Assignment #2 - E-scan:
With one partner, you will complete a written paper on a local business or organization. Your output will be a 2-page report (single-spaced) plus a cover page and references. You will briefly describe the business and prepare an environment scan using PEST-G. A marking guide for this assignment is on UR Courses. Students are strongly encouraged to follow this marking guide while writing their papers. Only submission per partner group is required at the UR Courses link.

Please note that sites like Wikipedia, Investopedia, Business Dictionary, Twitter, etc. are *not* considered an appropriate reference, as they are not verifiable sources. Students citing these types of sources will receive reduced marks. Multiple citations are better.

Term Project:
Term projects **MUST** be approved by your Instructor before you proceed.

In a team of four people, you will complete an 8-10 page, maximum 2500 word, single-spaced written paper (plus a title page and references). You will only make a max 10 minute class presentation involving all team members. All group members must participate in the presentation**.** **Groups will be chosen by your instructor.**

Every team member is expected to contribute fully and in a meaningful way to the project. Poor contributions may include missing scheduled team meetings and deadlines, failing to provide an adequately researched and written portion of the paper, and any other issues that reduces the team's performance. A peer evaluation will be submitted by each team member. You are expected to manage your team's and individual team member's performance as a group, and address any problems as they arise. If the issues cannot be resolved, you should advise your Instructor immediately and not wait until when the assignment is due. If the Instructor deems any individual team member's performance to be unsatisfactory based on the agreed upon assessment of the group, the team member may be required to complete his/her own project (or may be given a grade of 0% for the assignment).

The term project is designed to integrate your learning experiences in BUS100 through research, analysis and experiential learning, and the options are:

- Business plan project
  You may develop a business plan for a new business. It may be any *new* Regina-based, goods-producing or service-providing business. Extensive research is required for the project. Analysis will cover content from at least four (4) textbook chapters except accounting (e.g., Marketing, Operations, etc.) plus external industry environment analysis.

- Business analysis
  You may analyze a local business that is in operation and for which information is readily available. Extensive research is required for the project. Analysis will cover content from at least four (4) textbook chapters except accounting (e.g., Marketing, Operations, etc.) plus external industry environment analysis.

- Community service / analysis of a community organization
  Please note – **only teams willing to complete at least 14 hours of volunteer time per team member should select this option**. You will require a note from the community organization that certifies your team completed the required hours. Your team can volunteer with a designated community charitable organization OR on a campus project, but only with approval by your Instructor. You will conduct an internal analysis of the organization and discuss how it is similar to or how it differs from a business. Course concepts from at least four (4) textbook chapters (excluding accounting) will be used in your analysis of the organization and the way it functions. The minimum of 14 hours of volunteering per person is in addition to the report's research and writing.

- Another project assigned by the Instructor.

Only one submission per group is required. Please make sure to include your group number and name of your group members on each submission and on your file reference submitted to UR Courses.

CLASS SCHEDULE

The schedule is subject to **change**. Please check UR Courses for updates.

Date	Topic	Reading(s)
Sept. 9	Introduction	
	Guest Lecture – Dr. Simon Parker	
	The World of Business	Ch. 1
Sept. 16	Library - Kate Cushon	URCourses
Preparation 1 – Library Assignment – Due before 11:00 p.m. on Monday, Sept. 16		
Preparation 2 – Case Brief (EOX) Due before 11:00 p.m. on Sunday, Sept. 22		
Sept. 23	Case: Pocket EOX (Ethics and CSR) - Bruce Anderson	Ch.2
	Forms of Business Ownership	Ch. 4
Assignment #1 - Why am I here? Essay – due before 11:00 p.m. on Sunday, Sept 29		
Sept. 30	Entrepreneurship and Franchises	Ch. 5
	Marketing – Distribution and Pricing	Ch. 14
Oct. 7	Marketing – Dr. Lisa Watson (7-8:15pm)	Ch. 13
	Midterm 1 (8:30-9:45pm) All content to date	
Oct. 14	Holiday – no class	
Preparation 3 –Plagiarism – Due before 11:00 p.m. on Tuesday, October 15		
Preparation 4 – Case Brief (Alison's Coffee Shop) – Due before 11:00 p.m. on Sunday, Oct. 20		
Oct. 21	Banking & Credit	Ch. 18
	Case: Alison's Coffee Shop	
Assignment #3 – E-scan - Due before 11:00 p.m. on Sunday, Oct. 27		
Oct. 28	Financial Management	Ch. 11
	Personal Finance	Open Source Text
Nov. 4	**Midterm 2 (7:00-8:15)** All content to date	
	Operations Management (8:30-9:45pm)	Ch. 8
Nov. 11	No Class – Remembrance Day	
Project final report & peer evaluation – Due before 11:00 p.m. on Sunday, Nov. 17		
Nov. 18	Presentations	
Preparation 5 – Accounting Concepts – Due before 11:00 p.m. on Sunday, Nov. 24		
Nov. 25	Accounting Concepts and decision making - Nola Joorisity	Ch. 17
Dec. 2	Presentations	
	Human Resources Management	Ch. 10
	Course Wrap up and Review	
Dec. 9	**Final Exam** – 7:00 p.m. – 10:00 p.m. - Location to be announced	