Course Outline
BUS 100-008 & BUS 100/038 – Introduction to Business – Fall 2019
Wednesdays; 7:00 – 9:45pm

Classroom: ED 623
Instructor: Caroline Graves
Telephone: (306) 530-6553
E-mail: caroline.graves@uregina.ca
Office Hours: By appointment
Final Exam: Monday, Dec. 9, 2019; 7:00 – 10:00p.m. (location: TBA)


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. Enhances students’ 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 a 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 UR Courses or referenced in class. These will be helpful for a full understanding of the subject matter and will better
prepare the students 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).

**STUDENTS WITH SPECIAL NEEDS**

If there is any student in this course who, because of a disability, may have a need for accommodation, please contact the Coordinator of Special Needs at 585-4631, in addition to discussing the accommodation with me.

**RACIAL AND SEXUAL HARASSMENT**

The University of Regina promotes a learning environment that is free of all forms of harassment and discrimination.

**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.

**ASSESSMENT**

<table>
<thead>
<tr>
<th>ASSIGNMENT/EXAM</th>
<th>DUE DATE</th>
<th>PERCENTAGE OF TOTAL GRADE</th>
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<tbody>
<tr>
<td>IN-CLASS ASSIGNMENT: FINDING &amp; USING BUSINESS RESOURCES</td>
<td>Sept. 18</td>
<td>5%</td>
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<tr>
<td>ENVIRONMENTAL SCAN PROJECT</td>
<td>Oct. 9</td>
<td>5%</td>
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<tr>
<td>MIDTERM EXAM #1</td>
<td>Sept. 25</td>
<td>10%</td>
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<td>MIDTERM EXAM #2</td>
<td>Oct. 23</td>
<td>20%</td>
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<tr>
<td>GROUP PAPER</td>
<td>Nov. 27</td>
<td>15%</td>
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<tr>
<td>GROUP PRESENTATION</td>
<td>Nov. 27 &amp; Dec. 4</td>
<td>10%</td>
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<tr>
<td>FINAL EXAM (COMPREHENSIVE)</td>
<td>Dec. 9</td>
<td>35%</td>
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<td>TOTAL</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. At the discretion of the instructor, students missing an excessive number of classes (more than three) may have the weighting of the group assignment shifted to the final exam.

**IN-CLASS ASSIGNMENT: FINDING AND USING BUSINESS RESOURCES**

This assignment will occur in class on Wednesday, Sept. 18, 2019. Class will take place in LY 107.32/33 – the Wascana/Regina Rooms – on the main floor of the Archer Library. Students may bring their own computers if they want to, but the lab has enough computers for everyone. The first part of the class will provide you with instruction; the latter part of the class will involve you completing the assignment. There is no alternative to complete this assignment outside of this specific class.

**ENVIRONMENTAL SCAN PROJECT**

The Environmental Analysis (or Environmental Scan or E-scan) project will require you work in groups of two or three students of your choosing 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 UR Courses, will detail this assignment.
MIDTERM EXAMS

The midterm exams will be conducted in class on **Sept. 25, 2019 and Oct. 23, 2019**. No makeup exams will be offered. If you miss a midterm exam for a reason approved by the instructor, the percentage of your final exam will be increased by the value of the midterm exam you miss. The midterm exams will cover all material discussed and assigned up to that time in the semester.

GROUP PROJECT AND PRESENTATION

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 Canadian-headquartered company that you believe will thrive during your four-year stay on campus.

Your assigned group of four (4) students will conduct research and provide evidence of understanding of topics discussed in **at least six of the chapters of the textbook** 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 five-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, or anything else you determine to be relevant.

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 Group Presentation (10%)**

Present your findings and speculate on the future of the target organization in an engaging, professional, workplace-oriented 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 textbook.
The challenge is to present in an engaging and creative way to your peers. What aids (handouts, PowerPoint, etc.) 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 interests in mind
- Speak clearly, audibly, and enthusiastically
- Pay attention to body language and gestures
- Don’t read your presentation or go over the time limit of 5-8 minutes
- Engage the audience

**Final Report (15%)**
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.

The following is a sample format for you to follow. Deviations from this should be discussed with the instructor 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 website, through web searches, in the library, etc. Do not contact the company.
   - Try to apply the issues discussed in the textbook/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 and do some research to earn a good grade on this question.

3. **Ethics & Social Responsibility**
   - Briefly describe the company's statements/policies on their website regarding ethics, environmental responsibility, community involvement, employment equity/workplace diversity and 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 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.

FINAL EXAM

The final exam is scheduled for Monday, December 9, 2019. It will be a comprehensive, closed-book exam, and will cover material in the textbook and discussed in class.

CLASS SCHEDULE

Note: the schedule is subject to change.

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Sept. 4</td>
<td>Course Overview</td>
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<tr>
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<td>Chapter 1: Exploring the World of Business and Economics</td>
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<td>Sept. 11</td>
<td>Chapter 2: Being Ethically and Socially Responsible</td>
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<td>Chapter 3: Exploring Global Business</td>
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<td></td>
<td>Review for Midterm Exam #1</td>
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<tr>
<td>Sept. 18</td>
<td><strong>In-Class Assignment: Finding and Using Business Resources</strong></td>
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<td>• This class will be held in LY 107.32/.33 - the Wascana/Regina Rooms - on the main floor of the Archer Library.</td>
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<tr>
<td>Sept. 25</td>
<td><strong>Midterm Exam #1</strong></td>
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<td>Chapter 4: Choosing a Form of Business Ownership</td>
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<td>Oct. 2</td>
<td>Chapter 5: Considering Small Business, Entrepreneurship, and Franchises</td>
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<td>Chapter 6: Understanding the Management Process</td>
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<td>Date</td>
<td>Event</td>
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| Oct. 9   | **Environmental Scan Project Assignment Due**  
           | Chapter 7: Creating a Flexible Organization  
           | Chapter 8: Producing Quality Goods and Services |
| Oct. 16  | **Group Project Overview**  
           | Review for Midterm Exam #2 |
| Oct. 23  | **Midterm Exam #2**                        |
| Oct. 30  | Chapter 9: Attracting and Retaining the Best Employees  
           | Chapter 10: Motivating Employees and Teams |
| Nov. 6   | **Fall Break – No Classes**                |
| Nov. 13  | Chapter 17: Using Accounting and Financial Information  
           | Chapter 19: Recognizing the Basics of Financial Management |
| Nov. 20  | Chapter 12: Building Customer Relationships through Effective Marketing  
           | Chapter 13: Developing and Managing Products  
           | Chapter 14: Managing Distribution and Pricing |
| Nov. 27  | **Group Presentations & Papers Due**       |
| Dec. 4   | **Group Presentations Cont’d.**             
           | Review for Final Exam                      |
| Dec. 9   | **Final Exam**                             |
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](http://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!

<table>
<thead>
<tr>
<th>Academic Appeals</th>
<th>Emergency Bursaries</th>
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<tr>
<td>Disciplinary Appeals</td>
<td>Notary Public</td>
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<tr>
<td>Student Loan Appeals</td>
<td>Rentalsman Appeals</td>
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E-mail advocate@ursu.ca to schedule an appointment today!