

**FACULTY OF BUSINESS ADMINISTRATION, UNIVERSITY OF REGINA**

**INTRODUCTION TO BUSINESS (BUS 100-040/043)**

**Spring 2023**

***GENERAL INFORMATION:***

***Class Schedule:*** Monday & Wednesday: 7:00 pm - 9:45 pm; ED 623

***Instructor:*** Dr. Ernest Johnson

***Office Hours:*** Tuesday: 6:00 pm - 7:00 pm @ ED 565.10 or by appointment

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***COURSE OVERVIEW:***

This course introduces the students to the foundational aspects of modern businesses/organization in today's environment. It will further help create awareness and develop an understanding of the opportunities and challenges that face in managing the business world. Specifically, the course is designed to include the topics presented in the tentative schedule.

***LEARNING APPROACH:***

**Code of conduct for the Faculty of Business Administration:** The University of Regina Business program prepares students for a professional career. Students are expected to conduct themselves as professionals, to take responsibility for their own learning, and to show their respect for other people by treating all students, as well as faculty and staff. Kindly read academic misconduct and plagiarism at: <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.

**Special Need:** The Centre for Student Accessibility upholds the University's commitment to a diverse and inclusive learning environment by providing services and supports for students based on disability, religion, family status, and gender identity. Students who require these services are encouraged to contact the Centre for Student Accessibility to discuss the possibility of academic accommodations and other supports as early as possible. For further information, please email [accessibility@uregina.ca](mailto:accessibility@uregina.ca).

**Proactive Learning:** There are far more limitations on what an instructor can teach than there are on what a body of students can learn. This axiom is especially true in developing your understanding of the managerial and organizational implications of businesses; a field characterized by rapid technological change. Preparation coupled with active participation in class is critical if we are to learn from each other. As a result each day student must be prepared to bring their knowledge and curiosity regarding the subject to class.

**Learning as a Team:** You will be assigned to a team (group) for the course. The teams assigned by the instructor will consist of few members. Depending on the enrolment, number of students in each team will be assigned. Team members are responsible to make contribution to the work of their team that reflects a full commitment of their abilities. This includes providing constructive feedback and suggestions to their team mates, and to use the feedback provided to them in their own work. At the conclusion of the course (*during final exam*), *peer evaluations*

will be collected to assess the contribution individuals make to the completion of the team assignments. Depending on the feedback provided by the peer evaluations, the instructor may adjust the group projects marks to individuals within a team. By working within a team each individual will:

- Learn more about the perspectives, competencies and skills that comprise the objective of this course.
- Develop the managerial skills of listening, providing feedback and coaching that are central learning objectives of the entire business program.

## **REQUIRED RESOURCES**

### **Text Book:**

Pride, W.M., Hughes, R.J., Kapoor, J.R., Althouse, N.R., & Allan, L.A. (2022). BUSINESS, 2<sup>ND</sup> Canadian Edition. Cengage Nelson. ISBN: 978-0-17-693575-7. You may use the E-book or printed version. Older versions are acceptable.

### **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.).*

### ***TEACHING PHILOSOPHY:***

Since this is the **only** course related to introduction to business, class time will be used to **cover basis fundamental principal(s) of business** found from text books and other resources. Group assignments are given during this course. Also, I will assume that you have read the text topics and power points before each class. Lectures will expand on the text; with real examples and guest lectures (if needed). E-handouts will be given when necessary. Videos will be used in this course, where appropriate. UR courses will be used to post course-related information.

### ***GRADES:***

*The final exam is comprehensive covering course content from the entire semester. If you cannot write the final exam for a legitimate reason, please contact the Associate Dean – Undergraduate programs.*

#### **Individual**

Mid-Term	25%
Final	40%
Class Participation	10%

#### **Group Assignment**

Case study	10%
Advanced Technology Topic (assignment 2)*	15%

**TENTATIVE SCHEDULE: BUS 100-040/043 INTRODUCTION TO BUSINESS**

DATE	TOPIC	CHAPTER
<b>Part 1: Business Fundamentals &amp; Individual Skill</b>		
May 3	Course Introduction	
May 08	Exploring the World of Business; Global Business	1 & 3
May 10	Entrepreneurship; Business Ownership	5 & 6
May 15	Management Process & Leadership; Organization flexibility	7 & 8
May 17	Ethics & Social Responsibility; Leveraging Technology/MIS	2 & 4
May 24	Motivation; Case Study; <i>Mid-term Review</i>	10
May 29	<b>Midterm &amp; Tentative Due Date for Case Study</b>	
<b>Part 2: Core Business (Areas) Knowledge</b>		
May 31	Human Resources; Labor Relationship	9 & 11
June 05	Product development; Marketing; Customer Relationship; Sales	12
June 07	CRM; Sales and Promotion	13 & 14
June 12	Operation Management	15
June 14	Finance and Accounting Management & MIS <b>Tentative Due Date for Advance Technology Assignment 2*</b>	17 & 18 Notes
June 19	Review for Final	

\*Assignment 2 grade will be available after completing individual peer evaluation

**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.*