



<http://concordia.ab.ca>

Faculty of Management
Department of Management
<http://management.concordia.ab.ca>

Business 110: Business Fundamentals
BUS 110C
Winter 2017

Course description: An interdisciplinary approach to the basic elements involved in Canadian business. The theory of choice, behaviour theories, institutional arrangements, and several other business issues.

Prerequisites: None.

Co-requisites: None.

Hours: (3.0 - 0.0 - 0.0): 39.0 instructional hours.

Credit value: 3

Instructor(s):

Yacyshyn, Alison, PhD

Office: HA328

Phone: +1 780 413 7811

Email: alison.yacyshyn@concordia.ab.ca

Office Hours: Mondays and Wednesdays 09:00 - 10:00, or by appointment

Lecture/seminar/lab times: Lectures:

Room: TBA. on Monday @ (08:00 - 08:50), Wednesday @ (08:00 - 08:50), Friday @ (08:00 - 08:50).

Required resources:

1. Moodle (CCMS) access. Students should check their course Moodle sites on a daily basis.
2. Textbook: Business Essentials, Eighth Canadian Edition Plus MyBizLab with Pearson eText -- Access Card Package, 8/E by Ronald Ebert, Ricky Griffin, Frederick Starke and George Dracopoulos; Pearson 2016, ISBN 13: 9780134302072
3. MyBizLab address: <http://pearsonmylab.com/>
Access code for MyBizLab is sold with the book. Course ID for this course will be given in class.

Course objectives:

For the successful student, course outcomes include, but are not limited to, the ability to:

1. Explain the basic concepts, and terminologies of a business enterprise and its activities in Canada and around the world.
2. Comprehend the different economic systems of the world and its impacts on business.
3. Identify the Canadian business environment, competition, and government regulations.
4. Understand the relationships between an enterprise's business strategy and stakeholder expectations.
5. Develop business vocabulary and understanding of the various management concepts and organizational structures.
6. Comprehend the factors involved in operating a successful business enterprise by identifying the concepts of production, sales, marketing, and finance for the success of the enterprise.
7. Discuss the general methods of financing business ventures and describe commonly encountered securities markets.

Lecture topics:

BUS110 C
Winter
2017

Date		W	Topic	Activities/Assignments
W	Jan 11	1	First Day of Class Introduction and Expectations.	
F	Jan 13	1	Part1 – Introducing the contemporary business world Ch. 1: Understanding the Canadian business system	
M	Jan 16	2	Ch. 2: The environment of business	
W	Jan 18	2	Ch. 2 continued	
F	Jan 20	2	Ch. 3: Conducting business ethically and responsibly	
M	Jan 23	3	Ch. 3: continued	Business plan session – finalize group members

W	Jan 25	3	Ch. 4: Entrepreneurship, small business and new venture creation	
F	Jan 27	3	Ch. 4: continued	Business plan update
M	Jan 30	4	Ch. 5: The global context of business	
W	Feb 1	4	Ch. 5 continued	
F	Feb 3	4	Part2 – The business of managing Ch. 6: Managing the business enterprise	
M	Feb 6	5	Ch. 6 continued	
W	Feb 8	5	Midterm Exam #1	Chapters 1 - 5
F	Feb 10	5	Ch. 7: Organizing the business enterprise	
M	Feb 13	6	Business plan – Project meeting day- Part 1	
W	Feb 15	6	Ch. 7 continued	
F	Feb 17	6	Ch. 8: Managing human resources and labor relations	
M	Feb 20	7	Family Day & Reading break – no class	
W	Feb 22	7	Reading break – no class	
F	Feb 24	7	Reading break – no class	
M	Feb 27	8	Ch. 8 continued	
W	Mar 1	8	Ch. 9: Motivating, satisfying, and leading employees	
F	Mar 3	8	Ch. 9 continued	Business plan - Part 2
M	Mar 6	9	Part3 – Managing operations and information Ch. 10: Operations management, productivity, and quality	
W	Mar 8	9	Ch. 10 continued	

F	Mar 10	9	Midterm Exam #2	Chapters 6 - 9
M	Mar 13	10	Ch. 11: Understanding accounting	
W	Mar 15	10	Ch. 11 continued	Business plan - Part 3
F	Mar 17	10	Part4 – Principles of marketing Ch. 12 Understanding marketing principles and developing products	
M	Mar 20	11	Ch. 12 continued	
W	Mar 22	11	Ch. 13: Pricing, promotions and distributing products	
F	Mar 24	11	Ch. 13 continued	Business plan - Part 4
M	Mar 27	12	Part5 – Managing financial issues Ch. 14: Money and Banking	
W	Mar 29	12	Ch. 14 continued	
F	Mar 31	12	Ch. 15: Financial decisions and risk management	
M	Apr 3	13	Ch. 15 continued	Business plan - Part 5
W	Apr 5	13	Group 1 - Business plan presentation Group 2 – Business plan presentation	All groups – report and presentation due (electronic submission and 1 paper copy)
F	Apr 7	13	Group 3 – Business plan presentation Group 4 – Business plan presentation	
M	Apr 10	14	Group 5 – Business plan presentation Group 6 – Business plan presentation	
W	Apr 12	14	Group 7 – Business plan presentation Group 8 – Business plan presentation Last Class & Review	

* Note- the schedule above is to be used as a guide (it may change slightly). Students will be updated of an amended schedule in class and via Moodle. *Final Exam- Chapters 10-15 Tentative Date: Friday, April 22, 2017. Time: TBD

Evaluation:**Evaluation:**

Item	Weight	Description	Deadline
Quizzes	10%	11 in-class quizzes will be given throughout the term (1% each). The top 10 quiz grades received will count toward the individual's final grade. The short quizzes will contain true and false, multiple choice and/or short response questions to be completed during class time. Absolutely no make-up quizzes will be given for students not in class when the quizzes are given. This is to encourage reading the textbook and class attendance.	Throughout the term
Assignment: Crafting a Business Plan	30%	Develop and present a business plan in a group.	April 5, 2016 See course schedule
Mid-Semester Examinations	40%	Test 1: Chapters 1-5 (20%) Test 2: Chapters 6-9 (20%)	Test 1- Feb. 8 th Test 2- Mar. 10 th
Final Examination	20%	Chapters 10-15	Set by Registrar

See Concordia's [Extended Description of Grade Levels](#) (Section 9.3.2 of the Calendar) for further information on grading.

Course policies:

i. Classroom

- All students are highly encouraged to be engaged in teamwork and assist each other with course materials as this will enhance learning and will result in successful grades. Students are expected to ask questions during the lecture to strengthen their learning of the material taught.
- Students must be prepared for class meetings. Essential preparation includes the assigned readings for the class as required.
- All assignments must be submitted within the deadline. Late assignments without appropriate medical or legal documentation will be subject to 25% penalty from total possible score for each day. Students must include their Name and Student ID on all submitted assignments.

- Your work is expected to be of high quality. The quality of work includes using proper spelling, grammar and punctuation.
 - Any types of academic misconduct will not be excused and will be appropriately addressed as per University policy
 - Cellphone ringers are to be silenced in class and turned off during exams.
 - Concordia provides learning accommodation services for students with disabilities. Please refer to Section 8.4.1 of the Calendar for more details.
 - Recording of classes is permitted only if recording is part of an approved accommodation plan or with prior written consent of the instructor. Please refer to Section 9.2.3 of the Calendar for more details.
 - Please refer to Section 9.2.8 of the Calendar for details regarding Educational Decorum. It is the responsibility of both students and instructors to facilitate the educational process.
 - At Concordia, Faculty Advising allows students to build a relationship with faculty members so they can plan their university education and access appropriate resources and services. To make use of faculty advising, please talk to your instructor or program coordinator for input or referral.
- ii. Laboratory etc.
N/A
- iii. Exam procedures
Students are required to leave bags at the front of the room and cellphones are to be turned off. Absolutely no talking is permitted when the exam begins.
- iv. Missed work and missed exams
- Exam dates and due dates are firm and cannot be changed. Special writing arrangements or other accommodations will only be granted for medical reasons or scheduled athletic events for students who are team members. The instructor must be informed of such cases in advance and a medical certificate or game(s) schedule must be provided. Otherwise, late submissions will be penalized.
 - *Deferred Final Examination*: Deferred final examinations may be granted to students who are unable to write final examinations because of illness, severe family difficulty, religious observance, or circumstances beyond their control. Students are directed to Section 9.2.5 of the Calendar for further information. Of note is that the application for a deferred exam must normally be started within 48 hours of the missed examination.
 - *Academic Honesty*: Academic honesty is fundamental to the academic enterprise. Students are urged to familiarize themselves with Section 9.2.9 of the Calendar and to take note that cases of academic dishonesty (e.g., cheating, plagiarism, collusion, unauthorized submission for credit of previously graded work, and misrepresentation) are serious offenses. Penalties for academic dishonesty range from a grade of zero on the work in question to expulsion.
 - *Appeals*: refer to section 9.2.9 of the Calendar (Section G)
 - Plagiarism is a serious academic offense and others ideas need to be referenced.
-

Additional contacts and services:

- a. Academic Administration
 - i. Dean of Faculty of Management
Name: McElhone, Paul, PhD
Office: HA215
Email: paul.mcelhone@concordia.ab.ca
Telephone: +1 780 413 7831
 - ii. Department of Management
Department Chair
Name: Yacyshyn, Alison, PhD
Office: HA328
Email: alison.yacyshyn@concordia.ab.ca
Telephone: +1 780 413 7811
 - iii. Registrar's Office (HA120, registrar@concordia.ab.ca, +1 780 479 9250)
- b. Academic Support
 - i. Dean of Students (Dr. Barbara van Ingen, barbara.vaningen@concordia.ab.ca, +1 780 479 9289, HA217)
 - ii. Student Life and Learning (studentlife@concordia.ab.ca, +1 780 479 9241, HA114)
- c. Writing Centre
 - i. The Writing Centre (located in the Concordia library, L266) is a free service that provides support for teaching and learning through writing for students, staff, and faculty
 - Throughout the academic year, one-on-one consultations are offered (book online at: <http://studyspaces.concordia.ab.ca>).

Concordia Calendar Table 9.3.2: Extended Description of Grade Levels

Grade Description		Letter Grade	Grade Point Value
Outstanding	Outstanding performance, demonstrating complete and comprehensive understanding of the subject matter; full mastery of concepts and skills; exceptional interpretive and analytical ability; originality in the use of concepts and skills; achievement of all major and minor objectives of the course.	A+	4.0
Excellent	Excellent performance, indicating superior grasp of subject matter and concepts; development of relevant skills to a high level; a high level of interpretive and analytical ability; originality or intellectual initiative; achievement of all major and minor objectives of the course.	A	4.0
		A-	3.7
Very Good	Very good to good performance, indicating thorough understanding of subject matter and concepts; development of relevant skills to a fairly high level; good interpretive and analytical ability; evidence of intellectual initiative; achievement of major and minor objectives of the course.	B+	3.3
Good		B	3.0
		B-	2.7
Satisfactory	Intellectually adequate performance, of fair but not good quality, demonstrating an acceptable understanding of the subject matter and concepts; development of skills to a satisfactory level; adequate interpretive and analytical ability; achievement of major objectives of the course; some minor objectives may not be achieved. The bottom of this range (C-) is the minimum satisfactory standard of achievement in a course. In courses graded CR or NC, CR denotes that the student has attained at least the C-level.	C+	2.3
		C	2.0
		C-	1.7
Poor	Minimally acceptable performance, demonstrating some understanding of basic subject matter and concepts and partial development of relevant skills, with some evidence of interpretive or analytical ability; achievement of most but not all major objectives of the course; failure to achieve several minor objectives.	D+	1.3
Minimal Pass	The bottom of this range (D) indicates that the student has achieved a marginal level of performance which may not be sufficient background for success at the next level in the discipline.	D	1.0
Failure	Unsatisfactory performance, demonstrating an inadequate understanding of the basic subject matter; failure to develop relevant skills; insufficient evidence of interpretive and analytical ability; and failure to achieve major and minor objectives of the course.	F	0