



Carleton University
Sprott School of Business
Introduction to Business | BUSI 1800 Sections A/B
Fall 2020

Instructor: Julie Caldwell
Office: Not available for Fall 2020
Office Hours: To be determined
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Course Time Slot: Tuesdays from 8:30am to 11:30am EST

Modality: This course will be offered both synchronously (live online during course time) and asynchronously (pre-recorded sessions) with components of synchronous class time being held between the scheduled course slot of Tuesdays from 8:30am to 11:30am EST. Synchronous sessions will typically run for no more than 60-90 minutes per class and where possible, we will run those live segments between 10:00am and 11:30am EST depending on the course activity schedule for each class. Times will be confirmed during the first class and/or you will receive and updated course activity schedule by the start of the term. There will be an expectation that students will engage in another 60-90 minutes of asynchronous learning at their convenience, typically in advance of each class, in addition to the requirement for any assignments to be completed outside of class time. Recorded sessions will be posted in cuLearn.

Pre-requisites: Restricted to B.Com. students with first-year or second-year standing.

Course Calendar description from the 2020/2021 University calendar:

Introduction to contemporary businesses in a complex economy, their role in the society, their history. The various functions that come together to define a business will be examined. All forms of business communications emphasized. Lectures (typically) three hours per week and tutorial

This introduction to business is built around three main objectives:

- Gaining general knowledge on businesses and sustainable business management;
- Developing the ability to apply this knowledge to practical situations; and
- Developing human skills and communication skills.

Learning Outcomes:

See **Appendix B** for the complete outline of learning outcomes required for the Bachelor of Commerce program.

Required Textbook:

Boone, Contemporary Business 3rd Canadian Edition with WileyPLUS

WileyPLUS price is \$89.00 CAD and it includes the full e-Text (online and offline for the term) and all the study tools. Students can opt to pay a little extra to have the permanent downloadable e-Text or a Loose-leaf print mailed to them during the registration process. If you opt for a hard copy of the textbook, you will still have access to the online version while you wait. Wiley also offers access to the e-Text until you pass the course so if you drop or have to retake the course, you can come back into WileyPLUS free of charge.

A note about shipping if you choose to purchase the hard copy or loose-leaf version of the textbook:

- Within Canada - delivery usually takes between 5-10 business days, possibly longer in rural areas.
- Outside of Canada – it may not be possible to have a hard copy delivered. Please check with WileyPlus at the time of purchase to verify.

To purchase the text:

1. Visit www.wileyplus.com/login.
2. Click 'Create Account' to create account. (Note: If you already have a WileyPlus account, log in and click "add more courses").
3. Fill in your account details and set your password.
4. Enter your course section ID (A51275).
5. Begin by clicking on the course selection link to access the course.

Please note: The textbook content will NOT be available until Sept. 8th at the earliest. You can purchase it in advance but you will not be able to view assignments and other related activities until this date. The WileyPlus Representative will be joining us for part of the first class to review how to use the on-line text.

Course Simulation:

In addition to the required textbook for the course, students will be required to purchase access to a simulation from Praxar Serious Games called **Praxar Golf Management** (\$30.36 CAD). The online simulation will take place during weeks 2 to 7 and details on how to purchase access for the simulation will be provided before the start of the course.

Required Technology:

This course will be offered virtually and as such, students will be required to have access to the following in order to successfully engage in and complete the course:

- Access to a computer or a laptop with current versions of MS Word, MS Excel and MS PPT;
- Access to Internet in order to join the course and tutorials via Zoom;
- Access to a web cam (or one built into your computer/laptop); and
- Ability to record a video of yourself independently and/or for a group presentation.

NOTE: If you do not have access to one or more of the above items, please contact the instructor directly at julie.caldwell@carleton.ca and she will work with you to ensure you have the minimum access to ensure successful completion of the course.

Modes of Engagement:

This course will use a number of methods for engagement with students to impart teaching material and/or to encourage class participation, including, but not limited to:

- Pre-recorded course material;
- YouTube videos;
- Virtual (live) teaching including the use of on-line breakout sessions for small group discussions;
- Group presentation(s);
- Written assignments (individual and group);

Tutorials:

Students are required to participate in a two-hour tutorial affiliated with the course. Each tutorial will be assigned a Teaching Assistant who will be responsible for facilitating the tutorial, teaching supplemental course information (where applicable), addressing questions and concerns about course content from students, and grading assignments for the students registered in their assigned tutorial. Given the unique nature of the on-line delivery for the course, we will be allocating time during each tutorial for all group work to be conducted so that students are not required to find additional dates/times for meeting in the virtual environment across multiple time zones.

Access to Course Materials:

All course materials, recordings and assignments will be located on the course website in cuLearn unless otherwise noted.

Course Evaluation:

Course work will be evaluated based on individual and team work. Students will be placed in teams for the duration of the course and will be required to work with those team members for all group related activities. Assignment will explain in detail what components of work will be required to be completed individually or as a team.

There is no mid-term or final exam for this course.

Activity	Assessment Value	Group	Individual	Timeline
Team Charter	10%	x	x	Before Fall Break
Simulation	30%	x	x	After Fall Break
Course Textbook Assessments	10%		x	Before/After Fall Break
Reflections Assignment	10%		x	End Course
Final Project	35%	x	x	End Course
Course Engagement	5%		x	End Course
Total Assessment	100%			

More information for all assessments will be discussed at the start of the term, including specific details and expectations.

Detailed Course Schedule:

See **Appendix A** for detailed course schedule.

Additional Information:

For additional information on the following topics, please visit **Appendix C** of the course outline.

- Course Sharing Website
- Required Calculator in BUSI Course Examinations
- Group Work
- Letter Grades and Percentage Equivalents
- Academic Regulations
- Requests for Academic Accommodation (Pregnancy, Religion, Academic Accommodations for Students with Disabilities, Course-Specific Academic Accommodations)
- Survivors of Sexual Violence
- Accommodation for Student Activities
- Academic Integrity
- Sprott Student Services
- Centre for Student Academic Support
- Other Important Information

Appendix A – Detailed Course Schedule

NOTE:

1. Please note, this is a **PRELIMINARY** version of course details. A comprehensive version will be provided for the start of class.
2. **ALL times referenced for deadlines of submissions are for EASTERN STANDARD TIME** so please be aware of this if you live in a different time zone.

Week	Date (Tues)	Chapter / Topics / Guests	Mode	Due Date
1	Sept. 15	<p>Before Class: Watch video(s) for Week 1 posted on cuLearn</p> <p>Readings: Review Chapters 1 and 2 of textbook</p> <p>Guest Speaker(s):</p> <ul style="list-style-type: none"> ▪ Dana Brown, Dean, Sprott School of Business ▪ Sara Veltkamp, Wiley Textbooks 	<p>Pre-recorded</p> <p>On your own</p> <p>Live Class Time (10a - 11:30a EST)</p>	<p>Before first class on Sept. 15th</p> <p>Before first class on Sept. 15th</p>
2	Sept. 22	<p>Before Class: Watch video(s) for Week 2 posted on cuLearn</p> <p>Readings: Review Chapters 5 and 9 of textbook and complete Adaptive Assessments for Chapters 1, 2, 5 and 9.</p> <p>Guest Speaker(s):</p> <ul style="list-style-type: none"> ▪ Sprott Business Career Management Centre (BCMC) - TBC ▪ Susan Woodfine, Praxar Simulation ▪ Sprott Club Speaker (SBSS) - TBC 	<p>Pre-recorded</p> <p>On your own</p> <p>Live Class Time (10a - 11:30a EST)</p>	<p>Before Sept. 22nd class</p> <p>Sat. Sept. 19th at 11:59pm</p>
3	Sept. 29	<p>Before Class: Watch video(s) for Week 3 posted on cuLearn</p> <p>Readings: Review Chapters 7 and 8 of textbook and complete Adaptive Assessments for Chapters 7 and 8.</p> <p>Guest Speaker(s):</p> <ul style="list-style-type: none"> ▪ Sprott Business Career Management Centre (BCMC) - TBC ▪ Management Speaker – TBC ▪ Sprott Club Speaker (SHRSA) - TBC 	<p>Pre-recorded</p> <p>On your own</p> <p>Live Class Time (10a - 11:30a EST)</p>	<p>Before Sept. 29th class</p> <p>Sat. Sept. 26th at 11:59pm</p>
4	Oct. 6	<p>Before Class: Watch video(s) for Week 4 posted on cuLearn</p> <p>Readings: Review Chapters 11, 12 and 13 of textbook and complete Adaptive Assessments for Chapters 11, 12 and 13.</p> <p>Guest Speaker(s):</p> <ul style="list-style-type: none"> ▪ Marketing Speaker – TBC ▪ Sprott Club Speaker (SMSA) - TBC 	<p>Pre-recorded</p> <p>On your own</p> <p>Live Class Time (10a - 11:30a EST)</p>	<p>Before Oct. 6th class</p> <p>Sat. Oct. 3rd at 11:59pm</p>

5	Oct. 13	<p>Before Class: Watch video(s) for Week 5 posted on cuLearn</p> <p>Readings: Review Chapter 15 of textbook and complete Adaptive Assessment for Chapters 15.</p> <p>Guest Speaker(s):</p> <ul style="list-style-type: none"> ▪ Accounting Speaker – TBC ▪ Sprott Club Speaker (SASA) - TBC 	<p>Pre-recorded</p> <p>On your own</p> <p>Live Class Time (10a - 11:30a EST)</p>	<p>Before Oct. 13th class</p> <p>Sat. Oct. 10th at 11:59pm</p>
6	Oct. 20	<p>Before Class: Watch video(s) for Week 6 posted on cuLearn</p> <p>Readings: Review Chapters 16 and 17 of textbook and complete Adaptive Assessments for Chapters 16 and 17.</p> <p>Guest Speaker(s):</p> <ul style="list-style-type: none"> ▪ Finance Speaker – TBC ▪ Sprott Club Speaker (SFSA) - TBC ▪ The Fund Speaker - TBC 	<p>Pre-recorded</p> <p>On your own</p> <p>Live Class Time (10a - 11:30a EST)</p>	<p>Before Oct. 20th class</p> <p>Sat. Oct. 17th at 11:59pm</p>
	Oct. 26-30	Fall Break		
7	Nov. 3	<p>Before Class: Watch video(s) for Week 7 posted on cuLearn</p> <p>Readings: Review Chapter 4 of textbook and complete Adaptive Assessment for Chapters 4.</p> <p>Guest Speaker(s):</p> <ul style="list-style-type: none"> ▪ International Business Speaker – TBC ▪ Sprott Club Speaker (SIBA) - TBC 	<p>Pre-recorded</p> <p>On your own</p> <p>Live Class Time (10a - 11:30a EST)</p>	<p>Before Nov. 3rd class</p> <p>Sat. Oct. 31st at 11:59pm</p>
8	Nov. 10	<p>Before Class: Watch video(s) for Week 8 posted on cuLearn</p> <p>Readings: Review Chapter 10 of textbook and complete Adaptive Assessment for Chapters 10.</p> <p>Guest Speaker(s):</p> <ul style="list-style-type: none"> ▪ Supply Chain Management Speaker – TBC ▪ Sprott Club Speaker (SSCMA) - TBC 	<p>Pre-recorded</p> <p>On your own</p> <p>Live Class Time (10a - 11:30a EST)</p>	<p>Before Nov. 10th class</p> <p>Sat. Nov. 7th at 11:59pm</p>
9	Nov. 17	<p>Before Class: Watch video(s) for Week 9 posted on cuLearn</p> <p>Readings: Review Chapter 6 of textbook and complete Adaptive Assessment for Chapters 6.</p> <p>Guest Speaker(s):</p> <ul style="list-style-type: none"> ▪ Entrepreneurship Speaker – TBC ▪ Sprott Club Speaker (DECA) - TBC 	<p>Pre-recorded</p> <p>On your own</p> <p>Live Class Time (10a - 11:30a EST)</p>	<p>Before Nov. 17th class</p> <p>Sat. Nov. 14th at 11:59pm</p>
10	Nov. 24	<p>Before Class: Watch video(s) for Week 10 posted on cuLearn</p>	<p>Pre-recorded</p>	<p>Before Nov. 24th class</p>

		<p>Readings: Review Chapter 14 of textbook and complete Adaptive Assessment for Chapter 14.</p> <p>Guest Speaker(s):</p> <ul style="list-style-type: none"> ▪ Information Systems Speaker – TBC ▪ Sprott Club Speaker (SISA) - TBC 	<p>On your own</p> <p>Live Class Time (10a - 11:30a EST)</p>	<p>Sat. Nov. 21st at 11:59pm</p>
11	Dec. 1	<p>Before Class: Watch video(s) for Week 11 posted on cuLearn</p> <p>Readings: Review Chapter 18 of textbook and complete Adaptive Assessment for Chapters 18.</p> <p>Guest Speaker(s):</p> <ul style="list-style-type: none"> ▪ E-commerce Speaker – TBC 	<p>Pre-recorded</p> <p>On your own</p> <p>Live Class Time (10a - 11:30a EST)</p>	<p>Before Dec. 1st class</p> <p>Sat. Nov. 28th at 11:59pm</p>
12	Dec. 8	<p>Before Class: Watch video(s) for Week 12 posted on cuLearn</p> <p>Readings: NA</p> <p>Guest Speaker(s):</p> <ul style="list-style-type: none"> ▪ Select group of student teams will be invited to present final project presentation to invited guests – details TBC 	<p>Pre-recorded</p> <p>On your own</p> <p>Live Class Time (10a - 11:30a EST)</p>	<p>Before Dec. 8th class</p>

Appendix B – Learning Outcomes for the Bachelor of Commerce Program

Goal	Learning Objectives
<p>BC1 Communication Capabilities Graduates are able to prepare and present well organized and effective reports on business issues using appropriate supportive technologies.</p>	<p>1.1 Write well-organized and effective reports on business issues. 1.2 Prepare and present oral reports on business issues in a well-organized and effective manner. 1.3 Demonstrate professionalism when interacting with peers, faculty, and business professionals in formal and informal business settings. 1.4 Demonstrate proficient and effective use of modern information and communication technologies for communicating and collaborating in organizational settings.</p>
<p>BC2 Critical and Reflective Thinking Graduates will demonstrate the ability to identify a business problem, isolate its key components, analyze and assess the salient issues, set appropriate criteria for decision making, and draw appropriate conclusions and implications for proposed solutions.</p>	<p>2.1 Identify the essential question, issue and/or problem. 2.2 Gather relevant data to effectively address the question, issue, and/or problem. 2.3 Recognize and evaluate assumptions, diverse points of view and ideas relevant to the question, issue, and/or problem. 2.4 Develop informed alternative solutions and evaluate them using appropriate analytical techniques. 2.5 Articulate implications and consequences that emerge from conclusions/solutions.</p>
<p>BC3 Knowledge Integration Graduates will demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.</p>	<p>3.1 Apply theoretical concepts to develop innovative, practical business solutions. 3.2 Develop an understanding of the cross-functional and interdependent nature of strategic business decisions. 3.3 Develop awareness and understanding of integrated enterprise information technology solutions in addressing business problems.</p>
<p>BC4 International Perspective Graduates will develop an appreciation of the role and function of business in a complex world.</p>	<p>4.1 Identify the key issues and challenges of doing business in international settings. 4.2 Know when to adapt business decisions to different international settings.</p>
<p>BC5 Ethical Reasoning Graduates will be capable of recognizing and resolving ethical issues that arise in business settings.</p>	<p>5.1 Recognize the value of incorporating ethics into work-life decisions. 5.2 Demonstrate the ability to recognize ethical issues associated with work and organizational decisions and actions, and to apply ethical principles to deal effectively with them. 5.3 Demonstrate an understanding of the impacts of organizational culture, structure, and systems on ethical behaviour, and the ability to manage features of these organizational characteristics in order to promote ethical behaviour throughout the organization.</p>

Appendix C – Additional Information

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations

A calculator will NOT be required for the successful completion of this course. Any calculations that *may* need to be made could easily be done via your computer/phone calculator or using MS Excel.

Group work

The Spratt School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. **Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.**

Letter Grades and Percentage Equivalents

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Course-Specific Academic Accommodations

Whether you have a need for a document accommodation or not, please do not hesitate to reach out to the instructor if you are having any difficulties accessing/reviewing course materials, engaging using the required on-line platform, or other such types of needs. We would be happy to discuss how we can support your success in the course.

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from

full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in* any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>.

** Note that due to COVID-19, the office is physically closed for the Fall 2020 term. However, e-drop in is available between 8:30-4:30 until social distancing requirements are updated by the Province. More information can be found at <https://sprott.carleton.ca/students/undergraduate/bcom/academic-advising/>

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Other Important Information:

- Students must always retain a hard copy of all work that is submitted (if applicable).
- All final grades are subject to the Dean's approval.
- For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>