



**BUSI 1800
Introduction to Business
Winter 2014
Section C**

Instructor(s):

This course is being team-taught by the following instructors:

Week	Name	Email	Office Hours
Week 1-2,4	Jerry Tomberlin	busi1800@gmail.com	Immediately following class from 1:30pm to 2:30pm in UC 231. Note, instructor will only stay until there are no more questions so they could leave before 2:30pm.
Week 3,5-7	Howard Nemiroff	busi1800@gmail.com	
Week 8-12	Julie Caldwell	busi1800@gmail.com	

Sections:

Section	Day	Time	Location	CRN	Professor
C	R	11:35	UC231	10579	Tomberlin/Nemiroff/Caldwell

Classes: Unless otherwise indicated on the detailed class schedule, classes will be 2 hours in length immediately followed by up to one hour of Office Hours (i.e. class from 11:30am to 1:30pm and office hours from 1:30pm to 2:30pm).

Tutorials: 2 hours/week REQUIRED. See Carleton Central.

COURSE WEBSITE

See cuLearn.

ENROLMENT

Enrolment is restricted to students in the Bachelor of Commerce Program.

COURSE DESCRIPTION

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.

LEARNING OBJECTIVES

1. Define the nature of Canadian business, private enterprise and competition. Identify its main characteristics through tracing its history and by comparison with businesses under different political regimes, including the impact of control over the factors of production and of supply & demand
2. Identify and explain organizational boundaries and environments and examine the impacts of the PESTLE cluster of external factors in business through example and discussion. The role of each factor is illustrated through concrete examples bearing on Canadian and international business
3. Discover and examine personal codes of ethics and internalise the importance ethics in personal life as well as in corporate and political spheres. Develop a clear appreciation for the difference between social responsibility and ethics especially through examples of social consciousness. These goals are met

through classroom discussion as well as video support. Topics are also reinforced in smaller tutorial sessions.

4. Experience the differences between *small business*, *new venture creation*, and *entrepreneurship*, as well as their roles in the Canadian economy by participating in an on-going case study that brings together all of the core elements of the textbook. The case is a term-long case in which students are led to apply textbook material to the entrepreneurial process of financing, HR and staffing, organizing, running, pricing and delivering a service in the Canadian context. Aspects of environmental and competitive analysis are illustrated through in-class and tutorial exercises
5. Learn and practice the critical components of business communications, including writing and presentation skills, through hands-on activities and assignments tied to the on-going case and administered in small groups by trained Teaching Assistants in a lab/tutorial setting.

TEXTS:

1. Nickels, William G., McHugh, James M., McHugh, Susan M., Cossa, Rita, Sproule, Bob (2013), ***Understanding Canadian Business, Eighth Edition***, McGraw-Hill Ryerson Limited, ISBN: 9781259066627

NOTE:

Part of your required assessment for this course is located on McGraw-Hill Connect, which is the online homework platform that accompanies the textbook required for this course. Connect will contain weekly assignments you must complete related to the chapters you are covering in class that week, and Connect includes a full **eBook** for you to read and reference.

You have 2 purchase options for Connect: **(PICK ONE ONLY)**

1. **Option #1) Purchase the hardcover printed Nickels 8th Cnd Edition textbook package NEW, which has the Connect access code + eBook included.**

This can be purchased at the Carleton U bookstore, from Haven Books on Sunnyside, or directly from McGraw-Hill's eStore. Prices vary.

****Please note: used copies of this **text will not** have a Connect code as the previous student would have redeemed it. If you purchase a used copy, you will still have to purchase the on-line connect access code valued at \$99 (see #2 below).*

2. **Option #2) Purchase just the Connect access code which has the eBook included. (NO PRINT TEXTBOOK)**

This price is \$99 and can be purchased directly during the Connect registration process. A representative from McGraw-Hill will be at the first class to walk-thru the registration steps with the class.

There will also be a 3 week free trial of Connect available at the start of the semester if you are waiting on OSAP funding or are not ready to purchase full access to Connect. This 3 week free trial of Connect allows you to access the eBook and complete the assignments, however when the 3 weeks is up, your account is frozen and you cannot login again until you purchase your full Connect license.

2. Russell, Lynn and Mary Minter, (2011), ***Guide to Presentations, Third Edition***, Pearson Canada publishing as Prentice Hall, Toronto, ISBN: 978-0-13-707508-9

COMPLEMENTARY MODULES

Several modules of the following text have been bundled with the on-line component of the Nickels text noted above. **It is not necessary to purchase this book** as modules 1, 2, 6, 7, 16, 17, 18, 21, 22 and 23 will be provided in a PDF format for you to access, once you log in to the on-line Connect via the McGraw-Hill site.

- Locker, Kitty O., Kaczmarek, Stephen Kyo, Braun, Kathryn (2013), ***Business Communication: Building Critical Skills***, McGraw-Hill Ryerson Limited, ISBN: 978-0-07-105116-3

CASE STUDY

Throughout the course we will be referring to the case below, and many of your assignments will be based on the materials covered in the textbook, as it relates to the case.

- Hamermesh, Richard G., Zalosh, Alisa (2013), ***Sugar Bowl***, Harvard Business School, Case No. 9-913-537

You will need to purchase this case for \$3.95 through the Harvard Business Publishing site at:

<https://cb.hbsp.harvard.edu/cbmp/access/23031086>

EVALUATION

ELEMENT	WEIGHT %
LearnSmart Assignments*	10
Tutorial Attendance**	10
1 x Mid-Term Test	20
Multiple Assignments (8 total worth 3.75% each)	30
1 x Final Test	30
TOTAL	100

* There are 19 LearnSmart on-line assignments required to be completed during the course. We will assign your grade based on the top 10 highest marks for these assignments. However please note that for every LearnSmart assignment you do not complete, one (1) % of your grade will be deducted to a maximum of 10%.

**Attendance at lectures and labs is mandatory. One (1) % of your grade is deducted for each missed tutorial to a maximum of 10%. See illness policies in course outline.

***In order to pass this course, you must attain a minimum of 50% on all items heading in to the final exam (in other words you must have a 35/70 combined for LearnSmart assignments, Tutorial Attendance, Mid-Term Test and Multiple Assignments), and a minimum of 50% on the final exam.

IN-TERM TESTS

An in-term test will be held in class on week 7 (February 27, 2014), with the final exam to take place during the final exam period in April 2014. The date of the final exam will be made available through the University Exam Schedule which is posted typically in mid-February at this site - <http://www2.carleton.ca/ses/exams/exam-schedule/>. The material for test 1 will be for material covered from Week 1 through to Week 6 inclusive.

Materials for the final exam in April is cumulative and will cover material from the entire course, not just weeks 7-12.

The test and exam will consist of questions drawn from lectures, textbook readings, videos and discussions in class. Tutorial/lab material is not tested in the lecture quizzes. In addition, you will be required to be familiar with the case study and related assignments as these materials will also be integrated into the test and exam.

You must either be present to write these tests or you must present a medical or other acceptable documentation to explain your absence. If you must miss in-term test 1 due to **verifiable illness or, in rare and highly exceptional cases, due to some other circumstance beyond your control**, you must submit a medical certificate or other appropriate documentation (if not a medical issue) to your instructor no later than 18:00 on the fifth (5th) calendar day following the test date. So if the test is, for example, on the 1st day of the month, your documentation must be in your instructor's hands by 6:00 PM on the 6th day of the month.

If you miss in-term test 1 due to verifiable illness, the weight of the missed in-term test will be added to the final test. If you miss the final test (3) due to a verifiable illness, you may apply to the Registrar's Office to be considered for a deferred exam at a later date.

For medical issues, you **must** use the medical certificate form found at: http://www1.carleton.ca/registrar/ccms/wp-content/ccms-files/med_cert.pdf. You must show the ORIGINAL medical certificate to your instructor, and provide a photocopy for our records. For other rare circumstances, your instructor will decide *ad hoc* what constitutes reasonable and appropriate documentation.

ASSIGNMENTS

Each assignment is described in full on the cuLearn website and adequate warning and discussion will be provided in class, in tutorials/labs and potentially via various electronic means.

Failure with No Deferral (FND)

Unsatisfactory in-term performance in this course will lead to a grade of FND in this term if you do not write the scheduled final exam.

COMMUNICATION

1800 Email Procedure (whether to your instructor or the help desk):

It is important to use the structure outlined in the template below:

- The subject of the email must begin with **1800**.
- The first line in the body of the email must contain your **name, student number and section of the course**.
- A **Help Desk** (staffed by TAs) promises 12-hour turnaround on email, 7 days a week. Please use this email as your first contact point UNLESS the issue is sensitive and personal in nature. The Help Desk email is: busi1800@gmail.com.

SPECIAL NOTE:

- **Your instructor will not reply** to emails which ask for information that was either supplied verbally in class, is in class notes, was provided in tutorials/labs or was posted as a News item on cuLearn. So make sure the information isn't in the public domain.
- **Do not expect** an email reply if you do not use the proper email procedure.

DETAILED COURSE SCHEDULE

Week	Date	Chapter / Topics	Lead	Guest	Class Assignment (LS = LearnSmart / A =Assignment)	Tutorial Dates	Study Skills Topic	Locker Communications	Guide to Presentations
1	Jan. 9 (3 hr class)	Part 1 – Welcome & Module 1 – Locker Part 2 - BCMC (Resume Writing)	JT	Howard / Julie BCMC	LS Assignment Week 1 A#1 – Career Leader & Resume Read Case Study- Sugar Bowl	Jan. 10-15	No tutorials this week		
2	Jan. 16 (2 hr class)	Part 1 – Guest – David Cray Part 2 – Ch. 1 – Taking Risks, Making Profits Ch. 3 – Global Markets Ch. 4 – Role of Gov't in Business Ch. 6 – Forms of Business Ownership	JT	David Cray	LS Assignment Week 2 (for ch. 1, 3, 4, 6)	Jan. 17-22	Goal Setting Time Management	Writing Letters & Emails	NA
3	Jan. 23 (2 hr class)	Part 1 – Guest Ian Lee Part 2 – Ch. 2 – Economic Issues Affecting Biz Ch. 5 – Ethics/Social Responsibility	HN	Ian Lee	LS Assignment Week 3 A# 2 – Sugar Bowl CSR & Ethics	Jan. 24-29	Note Taking Working in Groups	Co-Authoring Reports Meetings	NA
4	Jan. 30 (2 hr class)	Part 1 - BCMC (Job Search & Networking) Part 2 – Ch. 7 Entrepreneurship/Small Biz	JT	BCMC Tony Bailetti	LS Assignment Week 4 A# 3 – Job Search & Networking	Jan. 31 – Feb. 5	Research & Citation Skills	Writing Reports	NA
5	Feb. 6 (3 hr class)	Ch. 16 – Understanding Accounting/Finance Info. Library visit for Bloomberg Guest	HN	Hilary Becker	LS Assignment Week 5 A# 4 – Bloomberg & Sugar Bowl	Feb. 7 -12	Critical Thinking	Writing Proposals & Analytical Reports	NA
6	Feb. 13 (2 hr class)	Part 1 – Guest Part 2 – Ch. 17 – Financial Management Ch. 18 – Financial Services Industry	HN	TBC	LS Assignment Week 6	Feb. 14-19	Preparing for & writing tests/exams	Exam Review As Needed	
	Feb. 20	Winter Break – No class		NONE	NONE	Feb. 21-26 No Tutorial	No tutorials this week		
7	Feb. 27 (3 hr class)	Mid-Term Test (Chapters 1-7, 16, 17, 18)	HN	NONE		Feb. 28 – March 5	No tutorials this week		
8	March 6 (2 hr class)	Ch. 8 – Mngmt & Leadership Ch. 9 – Adapting Organizations to today's markets	JC	TBC	LS Assignment Week 8 A# 5 – Sugar Bowl SWOT	March 7-12	NA	NA	Presentation Skills - Preparing
9	March 13 (2 hr class)	Ch. 10 – Producing World-Class Goods & Services Appendix A – Using Technology to Manage Info. BCMC (Interview Skills)	JC	TBC	LS Assignment Week 9 A#6 – BCMC Interview (during tutorials March 21- 26) A#7 – Sugar Bowl GROUP Presentation (due April 3)	March 14-19	NA	NA	Presentation Skills - Delivering
10	March 20 (2 hr class)	Ch. 11 – Motivating Employees Ch. 12 – HR & Finding Good Employees Ch. 13 – Employee/Management Issues and Relations	JC	TBC	LS Assignment Week 10 A#8 – Sugar Bowl HR	March 21-26	BCMC Interview Skills & Mock Interviews (A#6)		
11	March 27 (2 hr class)	Ch. 14 – Marketing – Stakeholder Relationships Ch. 15 – Managing the Marketing Mix	JC	TBC	LS Assignment Week 11	March 28- April 2	Practice for Case Study Presentations		
12	April 3 (3 hr class)	In-Class Presentations Multiple room locations TBC	ALL				No tutorials this week		

Final Exam – Scheduled During April Exam Period

*Note: While every attempt will be made to keep to the schedule listed above, unforeseen circumstances may necessitate modifications throughout the semester.

** Topics and chapters refer to Understanding Canadian Business book unless otherwise specified.

OTHER IMPORTANT INFORMATION

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII. A calculator is **not** required for BUSI 1800.

Medical certificate

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form. <http://www2.carleton.ca/registrar/forms/>

Grades

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			

WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

Academic Regulations, Accommodations, Plagiarism, Etc.

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://www.carleton.ca/calendars/ugrad/current/regulations/acadregsuniv.html>

Requests for Academic Accommodations

Academic Accommodations for Students with Disabilities

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and 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 me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 7, 2014.

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

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 expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, 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 <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

Group work

The Sprott 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.

Assistance for Students

- Student Academic Success Centre (SASC): www.carleton.ca/sasc
- Writing Tutorial Services: www.carleton.ca/wts
- Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

Important Information

- Students must always retain a hard copy of all work that is submitted.
- All final grades are subject to the Dean's approval.
- Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>

Important Dates & Deadlines

Winter Term 2014

Date	Activity
January 2, 2014	University re-opens.
January 6, 2014	Winter-term classes begin.
January 17, 2014	Last day for registration for winter term courses. Last day to change courses or sections (including auditing) for winter term courses.
January 31, 2014	Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.
February 1, 2014	Last day for receipt of applications for admission to the Bachelor of Architectural Studies and the Bachelor of Social Work degree programs for the fall/winter session.
February 14, 2014	April examination schedule available online.
February 14-22, 2014	Fall-term deferred examinations will be written.
February 17, 2014	Statutory holiday. University closed.
February 17-21, 2014	Winter Break, no classes.
March 1, 2014	Last day for receipt of applications from potential Spring (June) graduates. Last day for receipt of applications to the Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, and the Bachelor of Music degree program for the fall/winter session. Last day for receipt of applications for admission to a program for the summer term.
March 7, 2014	Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.
March 25, 2014	Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).
April 1, 2014	Last day for receipt of applications for admission to an undergraduate degree program for the fall/winter session, from candidates whose documents originate outside Canada or the United States, except for applications due February 1 or March 1.
April 8, 2014	Winter term ends. Last day of fall/winter and winter-term classes. Last day for academic withdrawal from fall/winter and winter-term courses. Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.
April 9-10, 2014	No classes or examinations take place.
April 11-26, 2014	Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all seven days of the week. Please note that examinations will not be held on April 18-20.
April 15, 2014	Winter Co-op Work Term Reports are due.
April 18, 2014	Statutory holiday, University closed.
April 26, 2014	All take home examinations are due on this day.
May 1, 2014	Last day for receipt of applications for internal degree transfers to allow for registration for the summer session.
June 1, 2014	Last day for receipt of applications for admission to an undergraduate program for the fall/winter session from mature applicants, from those presenting post-secondary education qualifications and from those transferring from other universities in Canada or the United States, and from applicants with high school qualifications from Canada and the United States, except for applications due March 1.
June 9-19, 2014	Fall/winter and winter term deferred final examinations will be held.

Date	Activity
June 15, 2014	Last day for receipt of applications for internal degree transfers to allow for registration for the 2013-2014 fall/winter session.