



CARLETON UNIVERSITY
BUSI 1800
Introduction to Business
Fall 2018 - Section B

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Course meets: Tuesday at 11h35 – 14h25 University Central room 231

Prerequisites & precluded Courses:

First year standing in B.Com. This introductory course assumes no prior knowledge of business. BUSI 1800 requires no prerequisites.

Course Description and Objectives:

Introduction to contemporary businesses in a complex economy, its role in the society, and its history. The various functions that come together to define a business will be examined with the objective of providing you with the knowledge to compete.

This introduction to business is built around three main objectives:

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

Throughout the 12-week course Students will

1. **Remember** (recall facts and basic concepts), **understand** (classify, describe, discuss, explain, identify, locate, recognize, report, select and translate ideas), **apply** (Use information in new situations), and **analyze** (draw connections between ideas) fundamental concepts regarding businesses and business management communication, critical and reflective thinking, leadership, teamwork and

interpersonal skills through in-class, individual and group projects, as well as through presentations.

2. Apply and integrate acquired knowledge during an interactive, on-line case simulation where they will have the opportunity to make business decisions in all the different functional areas of a business including: Research and Development, Marketing, Production, Human Resources, and Finance/Accounting. In a team environment, students will make strategic planning and management decisions related to the products they design and produce.
3. **Remember, understand,** and **apply** strategies behind better decision-making and management.
4. **Remember, understand,** and **apply** the critical components of business communications, including writing and presentation skills, through hands-on activities and assignments. In addition, there will be several activities coordinated through the BCMC which are meant to prepare you for a career in business.
5. Have access to, and integrated knowledge from, guest speakers who will introduce the students to the different disciplines taught in the School, as well as essential academic and practical abilities and habits.
6. **Apply** the materials from the text book, lecture discussions and in-class guests to address course assignments which will take the form of projects such as written briefing notes and reports, which will involve preparing in-class presentations, providing individual and group contributions in class and tutorials, as well as through peer evaluations.

These course objectives are linked to the broader Goals of the Baccalaureate in commerce:

BC1 Communication Capabilities

Students are able to prepare and present well-organized and effective reports on business issues using appropriate supportive technologies

Learning Objectives

- 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.

BC2 Critical and Reflective Thinking

Students 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.

Learning Objectives

- 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.

BC3 Knowledge Integration

Students will demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.

Learning Objectives

- 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.

BC4 International Perspective

Students will develop an appreciation of the role and function of business in a complex world.

Learning Objectives

- 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.

BC5 Ethical Reasoning

Students will be capable of recognizing and resolving ethical issues that arise in business settings.

Learning Objectives

- 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.

General outline

<u>WEEK</u>	<u>DATE</u>	<u>Chapter / Topics</u>
<u>1</u>	<u>Jan 9</u>	<p>Course overview of contemporary businesses in a complex economy, and their roles in society</p> <p>Course outline / assessment / expectations</p> <p>Executive writing and referencing (APA style)</p> <p>Expected behaviour (Plagiarism, Email protocol, copyright, attendance, comportment during class etc.)</p> <p>Introduction to cuLearn, cuPortfolio & Capsim</p> <p>Brief history of Canadian Business</p> <p>Suggested reading https://www.aadnc-aandc.gc.ca/eng/1307460755710/1307460872523</p> <p>Chilton, D. B. (1989). <i>The wealthy barber: The common sense guide to successful financial planning</i>. Stoddart. (library reserve)</p> <p>Suggested viewing: Crash course in History https://www.youtube.com/watch?v=Yocja_N5s1I&list=PLBDA2E52FB1EF80C9</p> <p>Tutorial: Introduction to The Capsim Simulation (Covers different positions within the simulation) Draft teams</p> <p>Assignment to hand in: none</p>
<u>2</u>	<u>Jan 16</u>	<p>Chapter to be covered</p> <ul style="list-style-type: none"> ▪ Ch. 8 – Management & Leadership <p>Guest speaker</p> <ul style="list-style-type: none"> ▪ Trish O’Flaherty - Business Librarian <p>Tutorial: “Groups & Meetings” & Capsim demonstration (brief explanation of what the decisions mean such as the significance of forecasting sales in marketing prior to making decisions in finance) Sim practice week</p> <p>Assignment to hand in: None</p>

3	Jan 23	<p>Chapter to be covered</p> <ul style="list-style-type: none"> ▪ Ch. 16 – Accounting & Financial Information ▪ Ch. 17 – Financial Management <p>Guest speaker Introduction to cuPortfolio</p> <p>Tutorial: “Researching, Citing, Writing & Co-Authoring” (Include examples of in text references and what are peer reviewed journals. How to cite exercise) Sim week 1</p> <p>Assignment to hand in: Capsim Briefing note #1</p>
4	Jan 30	<p>Chapter to be covered</p> <ul style="list-style-type: none"> ▪ Ch. 14 – Marketing ▪ Ch. 15 – Marketing Mix <p>Guest speaker</p> <ul style="list-style-type: none"> ▪ BCMC Job searching and networking <p>Tutorial: “Preparation for Presentations” Sim week 2</p> <p>Assignment to hand in cuPortfolio reflection #1</p>
5	Feb 6	<p>Chapter to be covered</p> <ul style="list-style-type: none"> ▪ Ch. 10 – Producing World Class Goods & Services ▪ Ch. 7 – Entrepreneurship & Small Business <p>Guest speaker None</p> <p>Tutorial: “Excel Tips & Tricks” Set up a personal cash flow statement and budget Scientific article presentations begin in selected Tutorials Sim week 3</p> <p>Assignment to hand in: BCMC Project 1 and 2.</p>
6	Feb 13	<p>Chapter to be covered</p> <ul style="list-style-type: none"> ▪ Ch. 12 – HR Management <p>Guest speaker:</p> <ul style="list-style-type: none"> ▪ BCMC staff on resumes

		<p>Tutorial: Scientific article Presentations Sim week 4</p> <p>Assignment to hand in: Bloomberg project (Investment Briefing note)</p>
<u>7</u>	<u>Feb 20</u>	<ul style="list-style-type: none"> ▪ Winter Break - No classes or tutorials this week –
<u>8</u>	<u>Feb 27</u>	<p>Chapter to be covered</p> <p>Guest speaker</p> <ul style="list-style-type: none"> ▪ Associate Dean on academic performance and review ▪ BCMC staff on interview skills <p>Tutorial: Scientific article Presentations Sim week 5</p> <p>Assignment to hand in: BCMC project 3 (CV) cuPortfolio reflection #2</p>
<u>9</u>	<u>March 6</u>	<p>Chapter to be covered</p> <ul style="list-style-type: none"> ▪ Ch. 3 - Global markets ▪ Ch. 6 – Forms of Business Ownership <p>Guest speaker: None</p> <p>Tutorial: BCMC Interviews in tutorials Sim week 6</p> <p>Assignment to hand in: <u>None</u></p>
<u>10</u>	<u>March 13</u>	<p>Chapter to be covered Ch. 11 – Motivating Employees Ch. 9 – Adapting Organizations to Today’s Markets</p> <p>Guest speaker: None</p> <p>Tutorial: Finish scientific article presentations Study or teamwork session Sim week 7</p> <p>Assignment to hand in: Partnership proposal</p>

<u>11</u>	<u>March</u> <u>20</u>	<p>Chapter to be covered</p> <ul style="list-style-type: none"> ▪ Ch. 13 – Employee/Management Issues <p>Guest speaker: None.</p> <p>Tutorial: Writing and Preparing for Exams (Evaluating Study Strategies + activity i.e. students create a schedule, or organize their notes) study or team work session.</p> <p>Assignment to hand in: <u>None</u></p>
<u>12</u>	<u>March</u> <u>27</u>	<p>Chapter to be covered</p> <ul style="list-style-type: none"> ▪ Ch. 5 – Ethics and Social Responsibility <p>Guest speaker: None</p> <p>Tutorial: Capsim team presentations</p> <p>Assignment to hand in: <u>cuPortfolio reflection #3</u></p>
<u>13</u>	<u>April</u> <u>3</u>	<p>Chapter to be covered: Top Capsim team presentations Exam Revue – Do not miss this class</p> <p>Guest speaker: Best Caspism teams</p> <p>Tutorial: Study session</p> <p>Assignment to hand in: <u>Simulation Annual report</u></p>

*Please Note: This schedule is preliminary. Although every effort will be made to adhere to this schedule, changes from time to time will be necessary as there are guest speakers at most of the classes. **It is your responsibility to consult the detailed schedule and also you are responsible for reading any emails coming from your professor.** On occasion your professor will send along important reminders by email to notify you of any changes in the schedule.

Hard copies of projects will be handed in at the start of each class and will be returned in the tutorials. Electronic copies must also be submitted before the class. For uploaded soft copy assignments results will be uploaded in each of the tutorial sections in cuLearn.

Tutorials: 1 hour/week REQUIRED. Only attend your scheduled tutorial as you will be working with your team on your simulation during some of the tutorials.

SUBJ	CRSE	SEQ	CATALOG_TITLE	INSTR_TYPE	DAYS	START_TIME	END_TIME	BLDG	ROOM	START_DATE	END_DATE	PRIMARY_INSTRUCTORS_NAME
BUSI	1800	B	Introduction to Business	LEC	T	1135	1425	UC	231	2018-01-08	2018-04-11	Webb, Andrew
BUSI	1800	B01	Introduction to Business	TUT	W	1435	1625	PA	111	2018-01-08	2018-04-11	Webb, Andrew
BUSI	1800	B02	Introduction to Business	TUT	W	1435	1625	CO	208	2018-01-08	2018-04-11	Webb, Andrew
BUSI	1800	B03	Introduction to Business	TUT	W	835	1025	CO	214	2018-01-08	2018-04-11	Webb, Andrew
BUSI	1800	B04	Introduction to Business	TUT	W	1435	1625	SA	309	2018-01-08	2018-04-11	Webb, Andrew
BUSI	1800	B05	Introduction to Business	TUT	W	1435	1625	RB	1201	2018-01-08	2018-04-11	Webb, Andrew
BUSI	1800	B06	Introduction to Business	TUT	R	1235	1425	SA	409	2018-01-08	2018-04-11	Webb, Andrew
BUSI	1800	B07	Introduction to Business	TUT	T	1435	1625	SA	501	2018-01-08	2018-04-11	Webb, Andrew
BUSI	1800	B08	Introduction to Business	TUT	R	1235	1425	RB	3201	2018-01-08	2018-04-11	Webb, Andrew
BUSI	1800	B09	Introduction to Business	TUT	R	835	1025	ME	3174	2018-01-08	2018-04-11	Webb, Andrew
BUSI	1800	B10	Introduction to Business	TUT	T	1435	1625	SA	309	2018-01-08	2018-04-11	Webb, Andrew

Legend	UC	University Center
	RB	Richcraft Building
	TB	Tory Building
	ME	Mackenzie Building
	PA	Paterson Hall
	SA	Southam Hall
	CB	Canal Building
	CO	University Commons

Reading(s)/Textbook(s):

Nickels, William G., McHugh, James M., McHugh, Susan M., Cossa, Rita, Sproule, Bob, Stevens, Julie (2016), *Understanding Canadian Business, Ninth Edition (with Connect with LearnSmart and Smartbook PPK)*, McGraw-Hill Ryerson Limited, ISBN: 1259257312 [CANH Cost is around \\$169.95](#)

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 (quizzes of approximately 30 questions) 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 the textbook with Connect: (PICK ONE ONLY)**

Option #1: Purchase the hardcover printed Nickels 9th 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 (not the best choice since the book comes from the U.S. so it can take a while and be expensive with the exchange rate). 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 which comes with the ebook and is valued at \$99 (see #2 below).* **---- OR**

Option #2 (least expensive option – around \$89 US): only the Connect access code which has the eBook included (ninth edition - ISBN: 9781259087301). (NO PRINT TEXTBOOK) To register go to the following link which will take you to the course:

<http://connect.mheducation.com/class/c-volesky-busi1800b-winter-2017-1>

Please note there is an option to select a two-week trial subscription at no charge but you must be sure to pay and register before the two-week period ends if you wish your completed LearnSmart exercise work credits to transfer to your new subscription. If you do not you will lose the marks that you have already accumulated. Watch your dates please.

Course Requirements & Methods of Evaluation:

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

Prerequisite(s): first-year standing in B.Com.

A specific correction guide, or Rubric, will be produced for each project. Your T.A. can explain the details of how each project will be evaluated.

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

PASSING THIS COURSE

In order to pass this course, you must attain a minimum of 50% on the total value of all of the assignments and activities heading into the final exam (in other words you must have a 35/70 combined for the projects) then you must also achieve a minimum of 50% on the final exam. If you suspect that you are going to fail it is recommended that you drop the course and sign up again for the next session so that you do not jeopardize your standing in the program.

For a schedule of assignments due and due dates, consult the **Detailed Class and Tutorial Schedule** and the **Overall Course Assessment** available on cuLearn. **Please print both documents** for your reference as there are multiple components to this course. Each student is responsible for retaining a hard copy of each assignment submitted.

ELEMENT	WEIGHT %
1 st Simulation Briefing note	5
Bloomberg project	5
BCMC projects	15
cuPortfolio reflections (3X5%)	15

Individual scientific article presentation	5
Partnership proposal	15
Simulation annual report	10
Simulation presentation	5
Simulation ranking	2.5
Peer evaluation	2.5
Final Exam	20
TOTAL	100

Assignments:

LearnSmart (0%)*

There are 14 LearnSmart on-line assignments that are suggested to be completed during the course; the majority are assigned in the first half of the course as it will help to have this information for your simulation exercise. Completion means that you have answered all of the required questions correctly, if you make an error, the program will rephrase the question and continue to do this until you have received a perfect score. You can use whatever materials you wish to help you complete the LearnSmart exercises. Attending lectures where the topics will be covered will be very helpful in this regard since the key points of the chapter will be reviewed during the classes. Please refer to the detailed course and tutorial schedule posted on the main course cuLearn page or LearnSmart for due dates. Typically exercises are open for a two to three-week period. Doing LearnSmart exercises will also help you prepare for your midterm and final exam.

1st Capsim Briefing note (5%)

Situation

As the managers of a new firm, you must inform your board of directors of the strategic orientation you intend to follow.

Mission

To prepare a Briefing note (BN) to inform your board of directors of your chosen strategy

Action.

Using the standard BUSI 1800 briefing note template (Available on cuLearn), you must prepare a 2 page (single spaced) briefing note to introduce your team and outline your Strategy.

For tips on completing a BN, refer to <http://www.writingforresults.net/classic.pdf>

This assignment should include at least 2 academic references

This assignment should include an annex with 1 excel graph that you create. The library or the following link may be helpful: <https://support.office.com/en-us/article/Excel-training-9bc05390-e94c-46af-a5b3-d7c22f6990bb>

Bloomberg Project (individual) (5%)

Situation

In this project, you are playing the role of a financial planner. A new client requests a recommendation for a company in which to invest 10 000\$ she just inherited. Her objective is long-term growth, but intends to consider this investment as part of an accessible emergency fund.

Mission

Your mission is to convince your client to invest in the firm you have chosen. To accomplish this task, you must choose one company in which she should invest and prepare a 2-page briefing note on the company.

Action

1. Go to a Bloomberg terminal (located towards the back of the main floor in the Library - or the 3rd or 9th floor computer labs in Sprott in the Dunton Tower) and create a log in for yourself.
2. Find a company that is of interest to you (any company will do).
3. Find the company description.
4. Prepare a briefing note using the recommended guide to briefing which is Parkinson, R.B. (2017). Classic Format of a Briefing Note. Retrieved at [9](#)

Coordination

The briefing note needs to include one annex that presents the DES snapshot for the chosen company.

1. In the search bar at the top, type in IAM and hit enter * this is a critical step as it is the one of using the Bloomberg terminals located at the library identify one company
2. In the top right corner, go to the page with the **yellow arrow** and **save screen as file (save as a PDF)**. If you have problems uploading the PDF then save as an image and insert this image into your Assignment Template document which can be found in the top section of cuLearn for the course.
3. Name the file and then upload the file to cuLearn. Be sure that your snapshot has your name on it. Below is an example of a screen shot that Mason Brown (The Fund portfolio manager) pulled for the S&P index – ensure your format is the same, and note his name “MASON BROWN CARLETON UNIVERSITY” in the top right. **If your name does not appear where his presently is, you will receive no marks.**

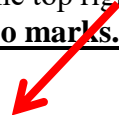


Figure 1: Annexe 1 of Bloomberg project



Be sure to double-click on the HEADER and the FOOTER of the page to edit the NAME, STUDENT NUMBER, TUTORIAL NUMBER and other related personal information. If we receive your assignment and it does NOT have your name on it and tutorial number on it, you will receive a mark of 0.

This report should include at least 5 academic references and an annex with at least 2 excel graphs that support your arguments.

BCMC Projects (Individual) (15%)

Situation

Following your tenure at Sprott, you will likely be looking for a job, or starting your own business.

Mission

Your mission is to get ready for the job market

Action

4 tasks are required to accomplish this project

- 1) Networking assignments. (3%): a) Draft a personal introduction of yourself and b) construct a business card for YOU inc. Papers copies of these 2 documents will be handed at the beginning of the class;
- 2) Create a Resume (7%). You will have the option of applying to the TA position **OR** a Costco position. BCMC will create the TA and Costo job postings on our mySprott portal and have students “apply” directly there. This would replicate a real-life application;

- 3) Participate in an interview; (5%). BCMC will conduct the interviews with the TA job or Costco job in mind, according to the student's preference during a specified tutorial session; and
- 4) Participate in other BCMC activities, such as business etiquette session or complete the Career Leader On-line Assessment Tool (suggested – i.e. not for points, but your future self will thank you)

Coordination

1. For task 1.a) Draft a personal introduction that you can use when meeting a new contact at a networking event, or in a similar type of situation. At minimum, your personal introduction should include: who you are, what you are studying, and what career path(s) you are exploring. Write this as if you are speaking the words out loud to someone at an event while you are having a conversation, not in point form. It should be one or two paragraphs in length double-spaced.
 - 1.1. This assignment should reflect the words that YOU would say to someone about yourself. To understand how to better communicate verbally with new people that you meet at networking events, and to feel more comfortable speaking with people you have not met before. Be advised that your instructor will be inviting random students to present themselves in class.
2. For task 1.b) You must also Create a PDF of a professional business card and cover page. The aim here is to understand the importance of having a business card when you meet new people, and the cover letter is essential when submitting your CV.
 - 2.1. This link is suggested to get you started. Click in this link <http://tinyurl.com/o6xmqln> to go to Vistacard.ca. This page is a 'hidden' page that offers 100 Business Cards for \$5.00 (customer pays shipping and handling). **NOTE: You are NOT required to order the Business Cards if you don't want to. It is NOT part of the assignment to buy business cards, only to provide the PDF proof copy.**
 - 2.2. Hand in hard copy of tasks 1, stapled together in person at start of class, with a project cover page including name, tutorial number and student number. Anything handed in AFTER the start of class will be assigned marks as per the late policy posted on cuLearn.
3. For task 2) create a CV using the information that BCMC staff provided
 - 3.1. If you do not currently have a resume, please create one for yourself based on the session held in class.
 - 3.2. It is highly recommended that you use the resume template provided in the assignment, especially if this is your first resume.
 - 3.3. If you already have a resume, update it based on information in class.
 - 3.4. The resume cannot be more than 2 pages in length, and one page is preferable.
 - 3.5. Margins should be ½ “– 1” all around.
 - 3.6. Font size must be between 10 pt and 12 pt. Choose a professional font (I like Garamond); remember that the document must be easy for an employer to read.
 - 3.7. Be sure to include your contact information on your resume, and include a cover page.
4. Please use the Assignment Template that is posted in the top portion of cuLearn. Be sure to double-click on the HEADER and the FOOTER of the page to edit the NAME, STUDENT NUMBER, TUTORIAL NUMBER and other related personal information.

If we receive your assignment and it does NOT have your name and tutorial section on it, you will receive a mark of 0.

CuPortfolio Reflections (3 X 5%)

- Throughout the semester, it is expected that a personal reflection will be made in the cuPortfolio by each student before the end of each month.
- The reflections should focus on the comments and observations provided on your work, as well as during in class discussions.
- Each 3 paragraph (minimum) reflection on what (you did), so what (what does the feedback I received or reviewer comments mean to me) and now what (What will I change to learn better) will be graded using the rubric provided on our cuLearn.
- Each of the reflections should correspond to one learning objective of the Bcomm program. A different learning objective should be used for each reflection.
- It is essential that you import the cuPortfolio to cuLearn before the assigned timing.
- Creativity in your reflections is encouraged.

Article Presentation (Individual) (5%)

You will also be assigned to do an academic journal article presentation (between 3 to 5 minutes in length) on an article from an academic business journal (such as the Academy of Management or Harvard Business Review) (not a magazine article). To find a business journal, go to the library home page and select the option of journals and then select Business Source Complete for an extensive list of options. Academic journals have a **volume** and **number**, begin with an **abstract** and have many references at the end. For example: Collis, D. J., & Rukstad, M. G. (2008). Can you say what your strategy is?. *Harvard business review*, 86(4), 82-90 is an excellent article from a top peer-reviewed journal that provides an awesome overview of what strategy is.

Your task is to summarize the key points and determine how this relates to business in a practical sense and present these findings to the tutorial. Providing a critique of the article, discussing what should be there, but isn't, as well as an argument on why this article is important is also expected.

Hint: The choice of management journal and article is up to you, but if you choose a subject you are passionate about, your presentation will be more convincing. The approach to the presentation is flexible and you must use your discretion to determine the most effective way to present the article.

Q:

Tuesday, 3 October 2017, 9:46 AM

When finding an article of interest, how recent must the publication be? Is 2016 too long ago?

A: Not a problem, the date of an article is not as important as it's pertinence.

Partnership Proposal (15%)

Situation

CONGRATULATIONS! Your team has been selected by the Dean to prepare a partnership proposal that will be presented by the Spratt School of Business's Dean to an organization of your choice. The partnership is intended to provide experiential learning opportunities to Spratt students.

Mission

Your mission is to identify an excellent partner for Spratt and produce a partnership proposal outlining the **best** project that students from the Spratt School of Business could execute for the chosen organization.

Action:

This assignment will be done with your Sim team. Students may be fired from this team in the same way as they may be fired from the Sim.

Coordination:

The complete assignment will include

- a) A standard BUSI 1800 cover page
- b) A max 2 Page BUSI 1800 Briefing note
- c) A 4-5 page detailed proposal (see below)
- d) An annex with three original excel graphs
- e) At least 10 references from academic sources that support your arguments

This 4-5 page proposal (Times New Roman 11, double space) should have three main sections:

1. **The situation/problem** (which includes):
 - a. An **Evaluation** of the Target Organization and what makes it successful. **Analyze** the Organization using a SWOT and PESTEL analysis (must be included);
 - b. An **Evaluation of Spratt** and what makes it successful. **Analyze** the Spratt School of Business using a SWOT and PESTEL analysis (must be included);
2. **The Solution** (which includes)
 - a. An **Evaluation** of how Spratt students can offer solutions to the Organization. For example, Spratt students could provide valuable marketing support by conducting projects such as A, B, or C;
 - b. **Create (Design and develop)** and present an original project that could be performed by students of the Spratt Business School. The project should be argued to be the most helpful to the target Organization and should include **SMART** objectives;
3. **The interest for the Partner:** Analyze the benefits that the target Organization would receive in a partnership with Spratt. State available facts and figures to substantiate your proposal.

Coordination –This project should include:

1. A clear, concise, and snappy title.

2. A standard BUSI 1800 cover page
3. Using APA referencing style, (<https://owl.english.purdue.edu/owl/resource/560/01/>) your briefing note and report must include **10** references to academic sources other than the course book.
4. Be preceded by a 2 page (single-spaced) briefing note that summarizes your proposal.
5. The recommended guide to briefing notes is Parkinson, R.B. (2017). Classic Format of a Briefing Note. Retrieved at <http://www.writingforresults.net/classic.pdf>
6. Must be supported by at least one annex that presents at least three different original charts you built with excel.
7. Visiting the Target Organization is highly encouraged!
8. Our Dean is counting on you to be ready for the meeting.

Simulation Project annual report (20%)

Situation

You have been in charge of the destiny of an important firm for a year now.

Mission

You must first compete in a series of simulations then prepare an annual report to your board of directors on how well you did.

Action

As noted in the Learning Objectives, students in this course will be required to participate in a team-based on-line simulation. Students will be required to sign up for *Capsim* simulation during **week 1**.

Over the course of the semester, teams will make important business decisions that will spell success or failure to your firm.

Your TA will organize a draft in your first tutorial to select your teams.

Coordination

- To access the site, go to www.capsim.com and click on the register button on the left-hand side and then click: create a new account. Further details are provided on cuLearn. There is a per student fee in the amount of **\$53.99 US dollars** which will be payable by **credit card** to Capsim in order to access the simulation. **You will be set up in groups during the first tutorial in week 1.** The simulation starts immediately.
- The on-line Capsim Simulation annual report components including:
 - 1 X Briefing Note to your company's board of directors.
 - The final briefing note must summarize a minimum 4-5 page annual report that provides more details about the performance of the company. As any annual report, it should include a letter by the CEO, photos, a report by either the product divisions

or the functional divisions as well as the key financial information. Throughout, we should see details about each functional group, the overall strategy, a SWOT and PESTEL analysis, as well as three excel charts at least 10 different academic. <http://www.writing-skills.com/how-to-write-annual-report> or <https://www.richardhollins.com/blog/how-to-write-an-annual-report/> may give you some more ideas about annual report writing.

- Briefing note and annual report(GROUP) – 10%
 - Simulation presentation (individual) – 5%
 - Final Presentation (GROUP) – 2.5%
 - Peer Evaluation (INDIVIDUAL) – 2.5%
- When registering for Capsim, please ensure that you are selecting the correct industry I.D. that corresponds with your tutorial section. As the simulation is done in a group. Please make, and submit to your T.A, a group contract at the beginning of the term that lays out responsibilities (do's – i.e. I will respect others' time and opinions) and the types of things that will not be tolerated. Personally, I view taking advantage of your group members very unfavourably – it is really a theft of another person's time when you take advantage of them.
 - The details of the 2 briefing notes, the final information and closure report and final presentation will be provided in your tutorials.

Q: Sunday, 19 November 2017, 9:27 AM

Hello Dr. Webb I was looking at the simulation project report on the course outline and I noticed it also requires 10 academic sources. I was a bit confused as to how we would implement real world sources into a report based on a simulation. Also how would we be able to analyze things such as social and environmental factors (for the PESTEL) since the simulation doesn't really go into these?

A: Sunday, 19 November 2017, 9:26 AM

Hello,

thank you for your question.

Even though is a simulation, it should be relatively easy to find only 10 academia sources to explain how your Sim team did. For instance...what strategy you used and how did it work out. Was it in line with what Collis and Rukstad (2008) have to say about strategy? OR would you say that your strategy was more in line with Mintzberg's claim that strategy "a pattern in a stream of decisions, our central theme has been the contrast between "deliberate" strategies, that is, patterns intended before being realized, and "emergent" strategies, patterns realized despite or in the absence of intentions." (1979)

As for PESTEL, this Sim has many lacunas, and the lack of connection with real life that you raise is one of them...so what does this mean for your learning? Highlight the importance of the PESTEL (and cite where pestel's comes from) are a great way to make arguments supported by theory.

Good luck and have fun

Final Exam (20%)

The material for the exam will be inclusive of all material covered during the course, including the simulation material and guest lectures. The exam will consist of questions drawn from lectures, textbook readings, videos, the simulation, presentations, tutorials and discussions in class. The final exam is scheduled to take place during the final exam period. The date of the final exam will be made available through the University Exam Schedule which will be posted at this site - <http://www2.carleton.ca/ses/exams/exam-schedule/>. You must either be present to write the exams or you must present a medical or other acceptable documentation to explain your absence to the registrar. Do not book holidays until you can confirm the dates of your final exams. I am not permitted to make any determination of whether your absence warrants a deferred exam. If you miss the final exam due to a verifiable illness or emergency, you may apply to the Registrar's Office to be considered for a deferred exam at a later date.

A one-sided 8 ½ X 12 sheet of paper, signed by me, may be used as study notes during the exam. The blank study note sheet will be handed to you the week before the exam and you may put as much, or as little, information as you want on the sheet. No other documents, books, or electronic devices may be used during the first portion of the exam.

The second portion of the exam will be a case study. You must bring your laptop (no other electronic devices will be accepted) and will be able access the internet. Email and other forms of communication will be strictly forbidden.

LATE POLICY

There will be zero tolerance for late assignments. Please note that deadlines for LearnSmart and the Capsim simulation are non-negotiable as they are set by a computer for the entire class. If you miss a deadline, you will forfeit the marks. Penalties and submission timings for assignments are strict and as follows:

Submission Timing	Penalty
0-15 minutes late	We will be lenient and accept the assignment dependent on the method of submission (i.e. through cuLearn, in person or by email)
15 minutes or more	Your assignment will most likely NOT be accepted (unless faced with a <i>force majeure</i> or <i>casus fortuitus</i>) and you will receive an appropriate penalty up to an assignment grade of 0.

Important Dates and Deadlines – Winter 2018 Graduate, Undergraduate and Special Students

SEE <https://carleton.ca/registrar/registration/dates-and-deadlines/>

ADDITIONAL INFORMATION

Class Participation

Active participation in class by each and every student is the foundation of any effective project based learning experience. Active participation improves the learning experience and assimilation of material, as well as creates a dynamic learning environment. In order to effectively participate, the first step is preparation. Readings, lectures, and experience related to the upcoming course material should be reflected upon before the class. Think about the what, so what and now what of the upcoming lecture and ask yourself *why does this matter?* Participation should be relevant to the current discussion and includes asking and answering questions, translating the subject into a pertinent and relevant experience, examining the material for gaps, and always be looking for “the dog that didn’t bark”, which is a metaphor for something important that should be there but isn’t. Active listening and constructively critiquing ideas in a respectful manner is also expected.

Course Sharing Websites

Student or professor 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).

Access cuLearn through Carleton’s student portal. Login using your name and your password. This will allow you to access Carleton Central, cuLearn and your email. Schedules, lecture slides, assignment instructions, grades and messages can be found on cuLearn. Please consult before emailing questions. Only emails using your Carleton email (e.g. john.smith@carleton.ca) and your tutorial number will be answered.

Given the nature of the on-line simulation activities that will be taking place primarily during the scheduled class time and tutorials, it is helpful if students bring a laptop to the classes and especially the tutorial OR have access to or share a laptop during class time. HOWEVER, we do realize that not everyone might have the means to bring a laptop; however, as long as **at least one member of the group has a laptop with them, the team will be able to complete the required exercises.** It is advisable that 2 or more members of the group have a laptop with them in the tutorials but it is not required. Laptops are only to be used for course work and not surfing the web. The same holds true for cell phones. **Doing email or surfing the web during class will not be tolerated.** Using a cell phone or laptop for unauthorized reasons (non-course work) can result in you being asked to leave the classroom.

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.

Your team will be chosen by a draft process, yet as your team will be assigned to you, you will be able to fire uncooperative team members.

Academic Regulations, Accommodations, 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://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for 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*). **Requests made within two weeks will be reviewed on a case-by-case basis.** After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally scheduled exam (*if applicable*).

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 and instructors can confirm accommodation eligibility of a religious event or practice by referring to the Equity Services website (<http://carleton.ca/equity/accommodation/religious-observances/>) for a list of holy days and Carleton's Academic Accommodation policies. If there are any questions on the part of the student or instructor, they can be directed to 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; a grade of Failure in 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: <http://carleton.ca/studentaffairs/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’re 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/>
Be in the know with what’s happening at Sprott: Follow @SprottStudents and find us on Facebook SprottStudents Sprott.

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.

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.
- 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, it would be easier to respond to your inquiries if you would send all email from your Carleton account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>

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, emailed or

was posted on cuLearn. *The course Q&A is the best place to ask questions and find answers.* Only personal questions or concerns may be asked directly to your Professor.

- **Do not expect** an email reply if you do not use the proper email procedure – we only respond to Carleton email addresses. A minimum of business etiquette is expected when corresponding with your professor. We do not respond to other emails like gmail, hotmail, rogers etc.
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Instructor's Handbook, 2017/18 Academic Year | APPENDICES 49

Appendix B – Declaration of Academic Integrity (to be signed by each Capsim team and handed in to your respective TA)

Declaration of Academic Integrity

Course # :

Term and year :

Title of project/paper : Or Assignment #

The University Senate defines plagiarism in the regulations on instructional offences as: "Plagiarism is presenting, whether intentionally or not, the ideas, expression of ideas, or work of others as one's own.

Borrowing someone else's answers, unauthorized possession of tests or answers to tests, or possession of material designed in answering exam questions, are also subject to university policy regarding instructional offences.

I/we declare that the work submitted herewith is my/our work. All sources have been referenced in the footnotes, endnotes or bibliography. This work has not been shared with anyone outside this group. Signature of students

Everyone must sign to receive a grade

Student Name

Student ID

Student Name

Student ID

Student Name

Student ID

Student Name

Student ID