

BUSI 1800
Introduction to Business
Fall 2016 - Section A

Instructor Name	Email	Office Hours
Cheryl Volesky	cheryl.volesky@carleton.ca Most issues will be dealt with by email or by phone. For routine issues use course email first introbusiness1800@gmail.com . For less routine questions contact instructor directly by email. Include phone number for a call back.	Shared Office: Dunton Office is rarely used – use email please to get timely service.

Section	Day	Start Time	End Time	CRN	Location
A	Tuesday	8:35pm	11:25pm	30581	Unicentre 231 (Porter Hall)

Tutorials: 2 hours/week REQUIRED. Only attend your scheduled tutorial as you will be working with your team on your simulation during some of the tutorials and attendance (for marks) is taken.

Section	Day	Tutorial Leader	Start Time	End Time	Location
A08	Tuesday		12:35 pm	2:25 pm	
A04	Wednesday		8:35 am	10:25 am	
A07	Wednesday		2:35 pm	4:25 pm	
A03	Thursday		11:35 am	1:25 pm	
A09	Thursday		11:35 am	1:25 pm	
A10	Thursday		11:35 am	1:25 pm	
A01	Thursday		11:35 am	1:25 pm	
A02	Thursday		2:35 pm	4:25 pm	
A05	Thursday		3:35 pm	5:25 pm	
A06	Friday		11:35 am	1:25 pm	

COURSE WEBSITE

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) will be answered.

ENROLMENT

Enrolment is restricted to students in the Bachelor of Commerce Program.
Prerequisite(s): first-year standing in B.Com.
Lectures three hours, tutorials two hours a week. Tutorials start in week 1.

COURSE DESCRIPTION

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. All forms of business communications emphasized.

LEARNING OBJECTIVES

During this course, students will:

1. Throughout the 12 week course students will develop leadership, teamwork and interpersonal skills through in-class, individual and group projects, presentations and assignments.
2. Students will take part in an interactive, on-line case simulation where they will have the opportunity to make "real-life" business decisions in the role of entrepreneur 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. Learn the strategies behind promoting better decision making and learning to manage a totally integrated company.
4. 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 simulation. In addition there will be several activities coordinated through the BCMC which are meant to prepare you for a career in business.
5. Guest speakers will introduce the students to the different disciplines taught in the school.
6. Students will use the materials from the text book, lecture discussions and in-class guests to address course assignments which will take the form of written memos and reports, in-class presentations, individual and group contributions in class and tutorials, as well as through peer evaluations.

ON-LINE SIMULATION

- ▶ 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 Foundations** simulation during **week 1** of the course. 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 – don't miss it!** The simulation starts immediately.

TEXT:

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 \$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 - \$89 US): Purchase 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: The URL follows:
<http://connect.meducation.com/class/c-volesky-fall-2016>

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.

COMPUTERS IN CLASS

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 every student brings a laptop to the classes and especially the tutorial OR has access to, or is able to borrow or share a laptop during class time. HOWEVER, we do realize that not everyone might have the means to have a laptop to bring to class so please note that the simulation will be completed in a group environment. As such, once groups are established, 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.

EVALUATION

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 %
LearnSmart Assignments	5
Lecture, Tutorial Attendance	10
Individual Article Presentation	4
Simulation Participation	34
Multiple Assignments	17
Final Exam	30
TOTAL	100

LearnSmart Assignments (5%)

There are 14 LearnSmart on-line assignments required 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. For every LearnSmart assignment you do not complete by the due date (see class and tutorial schedule), one-half (.5) point will be deducted from the 5% allotted to this component. Completion of all 14 LearnSmart assignments on time will result in you receiving the full 5% on your final grade. Completion means that you have answered all 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 expanded course schedule for the due dates for the LearnSmart assignments (as well as readings in the text). Doing LearnSmart exercises will also help you prepare for your final exam in April.

Tutorial and Lecture Attendance (10%)

Attendance at lectures and tutorials is mandatory. You must attend your assigned tutorial - there are 10 tutorial sessions worth 5% of your final grade. One percent will be deducted for each missed tutorial. Attendance will also be taken in the class and for each documented class missed you will forfeit 1% of your final grade. In addition, failure to attend the final class of the term on Tuesday December 6th (8:30) where the Capsim presentations will take place will result in a 1% point penalty being deducted from your overall attendance grade (this means that you can lose marks already earned). See illness policies in course outline.

Tutorial Journal Article Presentation (4%)

You will also be assigned to do an individual journal article presentation (between 3 to 5 minutes in length) on a business journal 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. Summarize the key points and determine how this relates to business in a practical sense and present these findings to the class.

Simulation Participation (34%)

The on-line Capsim Foundations Simulation participation mark includes several components including:

- Executive Briefing Memos x2 (GROUP) – 10% total
- Simulation SWOT (GROUP) – 6%
- Final Presentation (GROUP) – 6%
- Peer Evaluation x2 (INDIVIDUAL) – 6%
- Overall Balanced Scorecard (GROUP) – 6%

Multiple Assignments (17%)

There will be 7 individual assignments throughout the course and each will receive a mark of between 2% to 6%. Each assignment will be described in full on the cuLearn website for your tutorial section and adequate warning and discussion will be provided in class, in tutorials and potentially via various electronic means. Always retain a **hard copy** of all work that is submitted.

Final Exam (30%)

The material for the final exam will be inclusive of all material covered during the entire course, including the simulation material and guest lectures. The exam will consist of questions drawn from lectures, textbook readings, videos, the simulation, tutorials and discussions in class. The final exam is scheduled to take place during the final exam period in December 2016. The date of the final exam will be made available through the University Exam Schedule which will be posted on October 7th at this site - <http://www2.carleton.ca/ses/exams/exam-schedule/>. You must either be present to write the final exam or you must present a medical or other acceptable documentation to explain your absence to the registrar. 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. The final exam will take place sometime between December 10th and 22nd. Do not book holidays until you can confirm the dates of your final exams.

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 NOT be accepted and you will receive an assignment grade of 0.

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 in to the final exam (in other words you must have a 35/70 combined for LearnSmart assignments, Tutorial Attendance and Presentation, Simulation and Multiple Assignments) 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.

Failure with No Deferral (FND)

To reduce instances of miscommunication, Carleton University introduced a grade FND (Failure with No Deferral) to be assigned to students who fail to meet the minimum in-term performance standards explicitly set out in the outline and applied consistently (i.e. there is no other hidden criteria). 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:

- 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: introbusiness1800@gmail.com.
- 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 tutorial section of the course**.
- In any correspondence with your instructor (cheryl.volesky@carleton.ca) you must also provide this information since all work uploaded (and your grades) are posted in your tutorial section.

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. So make sure the information isn't in the public domain first before emailing. If you missed class check with your classmates first.
- **Do not expect** an email reply if you do not use the proper email procedure – we only respond to Carleton email addresses. We do not respond to other emails like gmail, hotmail, rogers etc.

OTHER IMPORTANT INFORMATION

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).

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.

Grades – All grades are subject to approval by the Dean.

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://calendar.carleton.ca/undergrad/regulations/academicregulationsof the university/>

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 deadline for contacting the Paul Menton Centre regarding accommodation(s) for final exams for the December (10-22) exam period is November 11th, 2016.

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/>

Sprott Student Services

The Sprott student services offices, 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/support-services/>

Be in the know with what's happening at Sprott: Follow@SprottStudents and find us on the Facebook SprottStudents Sprott.

DETAILED COURSE SCHEDULE

There is a detailed course and tutorial schedule included on cuLearn. Please print it off and familiarize yourself with the various activities and required readings, exercises, assignments and dates/deadlines. This course has numerous deadlines on a weekly basis. Hard copy assignments will be returned in either the classroom or the tutorials. For uploaded soft copy assignments results will be uploaded in each of the tutorial sections in cuLearn.

ABREVIATED COURSE SCHEDULE

WEEK	DATE	Chapter / Topics
1	Sept. 13	Course Overview Course outline / assessment / expectations Introduction to cuLearn & Capsim
2	Sept. 20	<ul style="list-style-type: none">▪ Ch. 14 – Marketing▪ Ch. 15 – Marketing Mix▪ Ch. 10 – Producing World Class Goods & Services▪ Memo Writing & Email Protocol
3	Sept. 27	<ul style="list-style-type: none">▪ Ch. 16 – Accounting & Financial Information▪ Ch. 17 – Financial Management
4	Oct. 4	<ul style="list-style-type: none">▪ Ch. 11 – Motivating Employees▪ Ch. 12 – HR Management
5	Oct. 11	<ul style="list-style-type: none">▪ Ch. 13– Employee/Management Issues▪ Ch. 7 – Entrepreneurship & Small Business
6	Oct. 18	<ul style="list-style-type: none">▪ Ch. 5 – Ethics and Social Responsibility▪ Ch. 6 – Forms of Business Ownership
7	Oct. 25	No classes or tutorials this week
8	Nov. 1	Guest Lecturers
9	Nov. 8	<ul style="list-style-type: none">▪ Ch. 3 Global markets
10	Nov. 15	<ul style="list-style-type: none">▪ Ch. 9 – Adapting Organizations to Today's Markets
11	Nov. 22	<ul style="list-style-type: none">▪ Ch. 8 – Management & Leadership
12	Nov. 29	Guest Lecturers Exam Review
13	Dec. 6	Capsim Foundations – In Class Final Presentations

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. Please consult the detailed class schedule to see more a more up-to-date schedule. 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.

Important Dates and Deadlines – Fall 2016 Graduate, Undergraduate and Special Students

Session: FALL 2016

September 6

Academic orientation (undergraduate and graduate).

Orientation for Teaching Assistants.

All students are expected to be on campus. Class and laboratory preparations, departmental introductions for students and other academic preparation activities will be held.

September 7

Fall term begins.

Fall and fall/winter classes begin.

September 20

Last day of registration for fall term and fall/winter courses.

Last day to change courses or sections (including auditing) for fall/winter and fall term courses.

Graduate students who have not electronically submitted their final thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in Fall 2016 and must register for the fall 2016 term.

September 23-25

Summer deferred final examinations held.

September 30

Last day to withdraw from fall term and fall/winter courses with a full [fee adjustment](#) (financial withdrawal). Withdrawals after this date will create no financial change to Fall term fees.

October 7

December examination schedule (fall term final and fall/winter mid-terms) available online.

October 10

Statutory holiday. University closed.

October 15

Last day for receipt of applications for admission to an undergraduate degree program for the winter term from applicants whose documents originate from outside Canada or the United States.

October 24-28

Fall break. Classes are suspended.

November 1

Application deadline to study at another institution on a letter of permission for the winter term.

November 11

Last day to request formal exam accommodations for December examinations to the Paul Menton Centre for Students with Disabilities. Late requests will be considered on case-by-case basis.

November 15

Last day for receipt of applications for admission to an undergraduate degree program for the winter term.

November 25

Winter Payment Deadline. Click [here](#) for important payment information. [Late charges](#) may be applied to the student account any time after this date.

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 the Undergraduate Calendar).

December 1

Last day for receipt of applications from potential winter (February) graduates.

Last day for submission to the thesis supervisor of Master's or Ph.D. theses for winter graduation.

December 9

Fall term ends.

Last day of fall-term classes.

Classes follow a Monday schedule.

Last day for academic withdrawal from fall 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 term courses.

Last day for receipt of applications for undergraduate degree program transfers for winter term.

Last day to pay any remaining [fall tuition fees](#) to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents.

December 10 – 22

Final examinations in fall term courses and mid-term examinations in fall/winter courses may be held. Examinations are normally held all seven days of the week.

December 22

All take home examinations are due.

December 25 to January 1

University closed

January 2, 2017

University reopens

January 5, 2017

Winter term classes begin.