



**Carleton**  
University

**Sprett**  
School of Business

**Introduction to Business**  
**BUSI 1800**  
**WINTER 2025**  
**SECTION: D (Lecture) & D01-D12 (Tutorials)**

<b>Instructor:</b>	Raqib Mahmud
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<b>Phone Number:</b>	TBA
<b>Office:</b>	TBA
<b>Office Hours:</b>	In-person: TBA Online: (Please book slots using the Calendly app)
<b>TA:</b>	TBA
<b>Office Hours:</b>	TBA
<b>Email:</b>	TBA
<b>Class Modality:</b>	In-person
<b>Class Times:</b>	Thursdays 9:35 AM-11:25AM

**N.B.** For online MS Teams meetings, please notify me in advance of the topic or area where you need assistance.

**Communication Channels:** Your TA will be the primary point of contact for email communications. The instructor will remain available for in-person and online meetings, as well as telephone communication, at various times throughout the week. Together, we aim to optimize our availability and support by utilizing multiple channels at different times.

**Pre-requisites:** None

**Precludes:** BIT 2001

**Course Calendar Description:**

Introduction to contemporary businesses in a complex economy, their role in society, and their history. The various functions that come together to define a business will be examined. All forms of business communications emphasized.



## **Course Description:**

BUSI 1800 D (Winter 2025) is an introductory business course that explores key functional areas, enabling learners to develop a high-level understanding of individual functions and how they interconnect synergistically to create and deliver value. Students will apply their knowledge through a variety of assignments designed to reinforce learning and practical applications. The course places a strong emphasis on all forms of business communication while facilitating the development of certain foundational skills at an elementary level through theoretical learning, teamwork, and various interactive tasks.

## **Drop Course Policy**

The deadline for academic withdrawal follows the dates prescribed by Carleton University:

<https://calendar.carleton.ca/academicyear/>

The deadline to drop this course with full fee adjustment is January 31<sup>st</sup>, 2025. The last day to withdraw from full winter courses is March 15<sup>th</sup>, 2025.

## **Learning Outcomes:**

By the end of this course-

1. Students can apply their critical thinking skills to analyze and evaluate complex business contexts, as demonstrated through different assessment components (e.g. Presentation of external & internal analyses and explanation of strategic fitness between situation analyses insights and the choice of target market & positioning).
2. Learners will be able to use basic business language in professional settings, shown through their final project/business plan presentation and advertising presentations.
3. Students will demonstrate improved soft skills in teamwork, leadership, and communication, as assessed through 360-degree feedback and their contributions to group projects.
4. Students will be able to create basic persuasive communication content such as advertisements, demonstrating their understanding of key marketing communication principles.
5. Students will develop an appreciation for a global mindset by understanding cross-cultural differences in values, behavior, and communication, assessed through EDI training participation and peer evaluation questions.
6. Students will develop a mental model of 'self-improvement planning' as demonstrated through their personal skill/competency improvement plan (in PRA) based on deeper self-awareness and self-reflection on their social behaviors.

## Reading(s)/Textbook(s)/Required Materials

Textbook(s): Contemporary Business, 4th Canadian Edition

Louis E. Boone, David L. Kurtz, Michael H. Khan, Brahm Canzer, Rosalie Harms, Peter Moreira  
ISBN: 978-1-119-90576-9 May 2023 656 Pages.

Our bookstore offers several versions. Costs of different versions (based on the update received from the bookstore on the 6<sup>th</sup> of January) are noted below. The prices might vary to a certain degree (especially for the physical copy options). Any version you choose should be fine. Willey Plus contains additional resources.

1. Loose leaf version (CAD 145), 2. physical bound with Willey Plus (CAD 175), 3. e-book for 120 days (CAD 46.79), 4. e-book for 150 days (CAD 53.98) and 5. e-book with Willey Plus for a lifetime (CAD 118.75). Other learning materials can be accessed through ARES.

## Grading Scheme:

No	Assessment		Marks
	Type	Breakdown (if any)	
1	<b>Participation &amp; Engagement (P&amp;E)</b>	Class Participation	12%
		Tutorial Participation	4%
		<b>P &amp; E Sub-total</b>	<b>16%</b>
2	<b>Personal Reflection Assignment (PRA)</b>	Personal Reflection Assignment (To be submitted at your convenience either on WK 5, 6 or 7)	<b>10%</b>
3	<b>Quizzes</b>	Best 2 out of 3 (7 marks each)	<b>14%</b>
4	<b>Group Projects/ Business Plan</b>	External & Internal Analyses, Business Idea Selection	4%
		Advertisement	4%
		Draft Financials	3%
		2-Page Business Plan/ Group Project	2%
		Final Presentation	10%

		Detailed Group Project/Business Plan (in Writing)	12%
		Peer Evaluation	For individuals receiving failing grades in the peer evaluation, project marks will be severely deducted, and the person will not receive the same marks in group project as their peers do.
		<b>Group Project-Total</b>	<b>35%</b>
5	<b>Final Exam</b>		<b>25%</b>
**	<b>Bonus</b>	EDI	2% (We will discuss the deadline)
		360° Stakeholder Evaluation	1%
		<b>Bonus Sub-Total</b>	<b>3%</b>
<b>Grand Total</b>			<b>103%</b>

### **Midterm and Final Exam:**

There is no mid-term exam for this course.

The minimum computing requirements for e-proctoring service are as follows:

- Hardware: Laptop
- OS: Windows 10, Mac OS 10.14, Linux Ubuntu 18.04
- Internet Browser: Google Chrome, Mozilla Firefox, Apple Safari, or Microsoft Edge

Note: Chromebooks, tablets (Android, iOS, Windows), and smartphones are not supported by CoMaS at this time. You must complete your exams using Windows-based or MacOS computers.

### **Final Exam**

The final exam will be based on all that we cover throughout the semester and there will be multiple types of questions to assess learning. Question types may include but are not limited to short conceptual questions, short case, quantitative problem, fill in the blank, True or False, MCQ, etc. We will discuss more on the question pattern in the class.

### **Late Assignments:**

To ace this course and prepare yourself for the high standards of professionalism that are expected in the work setting; it is important to stay up to date with all the assessment deadlines as developing time-management habits now will help you transition seamlessly into professional environments.

- **Individual Assignments:**

Late submissions are generally **not accepted**, except in cases of serious illness or major life events. Documentation, such as a **medical certificate**, must be provided to support such exceptions.

- **Group or Team Assignments:**

Late submissions are **extremely unlikely** to be accepted.

In **exceptional cases** where a late submission is accepted without a critical illness or major life event, a **penalty of 1% per hour** will be applied to the assignment grade.

### *Non-Negotiable Deadlines*

The following tasks are critical, and no extensions or exceptions will be granted:

1. Submission of the **2-page Business Plan**
2. Attendance at the **Final Presentation Session**

This policy is not about making things harder for you; it's about preparing you for the realities of professional life. Learning to meet deadlines now will make you more confident and capable when you face similar expectations in your career.

### **Deferred Examinations/Assignments:**

If you wish to defer a **Formal Final Exam**, you must reach out to the registrar's office with the proper documentation prior to the deadline (please refer to <https://carleton.ca/registrar/deferral/> for dates). Once the request has been put through, your instructor will be notified for their approval. Your final exam will be formally scheduled. If you miss the deadline for applying for a deferral, please reach out to your instructor personally to discuss.

### **Preparation and Participation:**

To make the most of this course, it's essential to cultivate a learning mindset before attending the class. It is very important that you reflect on how the topics we are going to explore may be relevant to real life and how they may help in your personal and professional growth. Occasionally, you may receive specific instructions for pre-class preparation, which may include submissions & participation marks—please ensure you follow these carefully.

In the classroom, active and focused engagement is crucial. A deeper concentration and longer attention span will help you fully grasp the material and participate meaningfully. This level of engagement enhances both satisfaction and enjoyment, making your classroom experience more rewarding.

For more details, please refer to the "Participation and Engagement" section in the assignment-type descriptions.

## Course Schedule (Tentative)

SL No.	Date	Area	Content Highlights	Source	Deliverables (D)/ Task Reminder (TR)	
1	09-Jan	Business Environment	1. Course Outline 2. Different functional areas & business strategy 3. Business Opportunity 4. Sustainability & Ethics	Chapter 1		
2	16-Jan	Economics	1. Microeconomics 2. Macroeconomics 3. External & Internal Analysis Guest Lecture	Chapter 2		
3	23-Jan	Management/OB	1. Managing Teams 2. Conflict & Negotiation 3. Personality (Optional) 4. Global Mindset Lesson	Chapter 9 External Content	<b>Quiz (D)</b> (Syllabus includes 3 <sup>rd</sup> lecture)	
4	30-Jan	Finance Management /OB	1. Finance BEP, Time Value of Money, Payback Period, and NPV 2. OB: Basic Management Concepts 3. Leadership 4. Global Mindset Lesson	Chapter 7 Chapter 18 (Selected topics) External Content	<b>Idea &amp; Situation Analyses (D)</b>	
5	06-Feb	Accounting	1. Understanding Basic Financial Statements: Income Statement, Balance Sheet & Statement of Cash Flow 2. Entrepreneurship	Chapter 16 Chapter 6	<b>PRA (D)</b>	
6	13-Feb	Full Marketing	1. Consumer Driven Marketing 2. Marketing Strategy-Market Segmentation, Targeting & Positioning 3. Product 4. Global Mindset lesson	Chapter12 Chapter13		<b>Quiz (D)</b> (Syllabus -till 6 <sup>th</sup> lecture)  *Work on STP and share (TR)
7	27-Feb	Full Marketing	1. Distribution 2. Integrated Marketing Communications Guest Lecture 3. Pricing	Chapter13 Chapter14		Work on financials (TR)
8	06-Mar	Marketing Management/OB	1. Branding 2. Sales Guest Lecture 3. HR/OB 4. Global Mindset Lesson	Chapter 14 Chapter 8	<b>Ad (D))</b>  *Work on financials & full marketing plan/strategy (TR)	
9	13-Mar	Operation & SCM Strategy	1. Operation & SCM 2. Competitive Strategy 3. Global Mindset Discussion	Chapter 10 External Content	<b>Quiz (D)</b> (Syllabus-till 9 <sup>th</sup> lecture)	
10	20-Mar	Ethics Management/OB	1. Business Ethics 2. Organizational Culture and Change Management 3. Global Mindset Discussion	Chapter 4	<b>2-page plan &amp; financials (D)</b>	

11	27-Mar	Finance Law	1. Finance 2. Small Business & legal forms of ownership	Chapters 17 & 18 (Selected topics) Chapter 5	(Submit at least 3 days before your presentation). <b>Final Presentation (D)</b> (during tutorial sessions)
12	03-April	International Business Management/OB	1. International Business 2. Advanced topics in Management & Strategy	Chapter 3 External Content	

**N.B.** Please note that group assignments are not underlined, and individual assignments are.

### Description of Assessments

Assessment Type	Description
<b>Participation &amp; Engagement</b>	<p><b>Students will actively engage in class discussions and are expected to take part in the exercises/games and make meaningful comments.</b> I am looking for evidence of critical thinking on your part. Sometimes, there might be some <b>small in-class pop quizzes</b> based on the content just discussed in class. You may also receive participation marks by facilitating the overall class learning.</p> <p>At Carleton, fostering a positive, and supportive learning environment is a shared commitment. <b>To maintain this, I encourage all of you to practice respect, inclusivity, and kindness in your interactions in classroom. This helps us create a warm space where everyone feels safe and engaged.</b> Any behavior that disrupts or distorts this environment may be penalized and can significantly affect your participation score. I trust in your cooperation to help ensure a productive and fun experience for everyone. <b>While seat changes in KMT (our lecture room) are not always easy, they may occasionally be necessary for activities, games, or quizzes. Seat plans may also be provided in advance. Your understanding in these moments contributes to a vibrant and enjoyable learning atmosphere.</b></p> <p>So, class participation is a combination of active attendance, participation, learning facilitation, and overall engagement in the classroom.</p>
<b>Personal Reflection Assignment</b>	<p><b>The assignment encourages self-awareness and self-discovery, and the creation of a personalized improvement plan based on the reflection as well as course learning and the lived experience.</b></p> <p>Students are welcome to utilize: course materials from the Organizational Behavior (OB) section including lectures, slides, and textbook contents; along with their personal experiences (e.g., teamwork); activities (e.g.,</p>

	games), and reports (e.g. Psychometric test results), to reflect on their characteristics, strengths, and areas for growth.
<b>Quiz</b>	Periodic assessments will gauge conceptual understanding & knowledge.
<b>Situation Analyses (concerning business ideas)</b>	Students will utilize strategic analysis tools, including PASTEL, Porter’s Five Forces, and SWOT analysis, and conduct market research. This assignment encourages a comprehensive evaluation of both the internal and external environments, enabling students to evaluate business ideas and formulate strategies.
<b>Advertisement</b>	Students will develop advertisements to be used on social media for either their project or for a client team (We will decide in class). <b>The advertisement must address the target group (TG), be consistent with positioning, and communicate effectively with a view to achieving the marketing communication goals.</b> Simple, unique, and captivating ads are generally highly effective.
<b>Draft Financial</b>	Students are required to prepare draft financials such as a <b>Pro-forma Income Statement for 5 years, and a Balance Sheet for the first day of operations</b> and they need to show project evaluation calculations such as <b>Payback Period, NPV</b> , etc. These are to be prepared in Excel and each accounting statement should be on a different sheet. This is a financial feasibility and health check of your plan.
<b>2 Page Plan</b>	This plan should be tailored for a <b>highly time-constrained audience. In large corporations</b> , we often send this type of document to <b>global CEOs and corporate board chairpersons</b> . It serves as a condensed version of your final plan, designed to convey more in less space. Achieving this requires succinct language and the strategic use of color, varied font sizes, infographics, tables, and graphs. <b>Effective visual management is key.</b>
<b>Final Business Plan Presentation</b>	<b>The primary objective of your presentation is to convince the audience (e.g. venture capitalists/investors, creditors, etc.) of the plan's solidity.</b> Persuasive communication is crucial. Ensure you are well-prepared with all backup files, data, and calculations to justify your responses quickly and confidently. Maintain the highest level of professionalism, including formal attire. <b>Remember, non-verbal communication—such as your appearance, body language, and demeanor—plays a vital role in securing the audience's buy-in.</b>



<b>Detailed Business Plan</b>	<b>You need to submit a 7–8-page report.</b> This should include but not be limited to the idea, external & internal analysis, market research, segmentation, targeting, positioning, product, price, promotion, distribution, supply chain, organizational structure, sustainability impact and financials, and the overall business strategy. The detailed instructions and deadline will be discussed in class.
<b>Final Exam</b>	A final exam will be held in the final exam period. The final exam will cover content from the entire semester. The question types may include but are not limited to multiple-choice (MCQ), true/false (T/F), short conceptual questions, mini-cases, quantitative problems, and self-reflection prompts. You will have <b>opportunities to practice</b> most of these through quizzes and assignments, ensuring you feel confident and well-prepared. <b>More details to help you prepare for the final exam will be covered in the class before the exam.</b> The date will be announced later.
<b>Peer Evaluation</b>	Your peers will evaluate you as a team member. <b>Evaluation criteria include but are not limited to your overall contribution, relationship management &amp; collaboration, global mindset, etc.).</b>

**Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):**

<b>Program Learning Goal</b>		<b>Competencies Not Covered</b>	<b>Competencies Introduced (only)</b>	<b>Competencies Taught But Not Assessed</b>	<b>Competencies Taught and Assessed</b>
<b>BC1 Knowledge</b> <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>	1.1 Graduates will demonstrate their foundational knowledge of several functional areas in their business plan.				<b>X</b>
	1.2 Graduates will demonstrate using management theories in their personal context (e.g.				<b>X</b>

	leadership/negotiation-related theories)				
	1.3 Graduates will learn professional business terminologies and apply them in presentations & projects			X	
<b>BC2 Collaboration</b> <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>	2.1 Graduates will learn how to collaborate through several group/team exercises				X
	2.2 Graduates will learn and start exhibiting collaborative conflict management skills			X	
	2.3 Graduates will demonstrate enhanced social exchange within a team environment			X	
<b>BC3 Critical Thinking</b> <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>	3.1 Graduates will learn to appreciate and challenge of some institutionalized ideas of the current business world		X		
	Graduates will demonstrate critical thinking skills on tests/tasks consisting of critical thinking challenges (e.g. opportunity assessment based on environmental/SWOT/Industry analysis/Market Research)				
<b>BC4 Communication</b> <i>Graduates will be effective and persuasive in their communications.</i>	4.1 Graduate will demonstrate effective communication skills through a persuasive business plan presentation that asks for investment.				X

	4.2 Graduates will showcase certain persuasive marketing communications skills through advertising development and presentation.				X
<b>BI5 Global Awareness (BIB ONLY)</b> <i>Graduates will be globally minded.</i>	5.1 Graduates will learn to appreciate cross-cultural differences and accommodate them while managing and leading teams having people belonging to diverse cultural backgrounds		X		
	5.2 Graduates will develop some knowledge of variations in consumer behavior			X	

### ADDITIONAL INFORMATION

#### Course Sharing Websites

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

#### Required calculator in BUSI course examinations.

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

#### 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, followership, 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.

## Grading

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

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

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

## Academic Regulations

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

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

## Requests for Academic Accommodation

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website ([students.carleton.ca/course-outline](http://students.carleton.ca/course-outline)).

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

### Pregnancy Accommodation

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

### Religious obligation

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

## Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a

formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. [carleton.ca/pmc](http://carleton.ca/pmc)

### **Survivors of Sexual Violence**

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

### **Accommodation for Student Activities**

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

<https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

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

### **Academic Integrity**

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

## **Sprott Student Services**

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at [bcom@sprott.carleton.ca](mailto:bcom@sprott.carleton.ca) or at [bib@sprott.carleton.ca](mailto:bib@sprott.carleton.ca).

## **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](http://carleton.ca/csas).

### **Important Information:**

- Students must always retain a 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, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>
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