



BUSI1800T / BIT 2001A: Introduction to Business

Fall 2026

Instructor	Miguel A. Mejicano Q.
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Class Times	Monday Time: 18:05 - 10:25
Modality	Online Lectures, Assessments and Tutorials in Person
Office Hours	Upon Appointment
Office Location	NA
TA Name/Email	TBD

Pre-Requisites & Preclusions:

BUSI1800T

Prerequisites: None

Preclusions: Precludes additional credit for BIT 2001.

BIT2001A

Prerequisites: Restricted to students in the B.I.T. degree program.

Preclusions: Precludes additional credit for BUSI 1800.

<https://calendar.carleton.ca/undergrad/courses/BUSI/>

Course Description/Instructor's Statement

Carleton Calendar Description

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

Instructor's Course Description:

This introduction to business is built around three main objectives:

- Gaining general knowledge on businesses and sustainable business management;
- Understand general business principles and the impact of the global environment;
- Developing the ability to apply this knowledge to practical situations; and
- Developing people skills as well as communication skills.

Course Learning Objectives:

This course introduces contemporary businesses operating within a complex economy and examines their role in society. Learners will explore the various functional areas that come together to define and support a business. All forms of business communication are emphasized. Course delivery consists of lectures (typically four hours per week) and a one-hour tutorial.

The learning objectives align with the following competency areas:

BC1 Business Knowledge (1.1 to 1.5)

BC2 Collaboration (2.1 to 2.2)

BC3 Critical Thinking (3.1 to 3.3)

BC4 Communications (4.1 to 4.4)

See the complete outline of learning outcomes required for the Bachelor of Commerce program, in the Contribution to the Learning Goals of the Program Section.

Required/Optional Materials & Prices

Contemporary Business, 5th Canadian Edition.

- Louis E. Boone, David L. Kurtz, Daniel Pfaltzgraf, Michael H. Khan, Brahm Canzer, Rosalie Harms, Peter M. Moreira; 5th Canadian Edition; Wiley; 2025
- ISBN: 978-1-394-32844-4
- **PRICE \$57.00 CAD for a 150 days rental**

Textbook (s) available at the Campus Store in Nideyinàn or order online for pick up:
<https://carletonshop.ca/Course/term>

Grading Scheme

Individual Assignments (best of 2)	10%
Quizzes	20%
Class Exercises	20%
Final Group Project	10%
Class and Tutorial Participation	6%
Final Exam	34%
TOTAL	100%

In BUSI1800 staying engaged throughout the semester and planning will be important for your success. Please note that group work grades will be proportionate to peer review results. Students with lower performance will receive a lower grade for the corresponding group work.

Policies & Accommodations

<https://students.carleton.ca/course-outline/>

<https://carleton.ca/pmc/current-students/academic-accommodations/>



Stay updated with important notifications and announcements from Carleton University, by downloading the Carleton University App!

Course Schedule

Be sure to include due dates of mid-terms, assignments, and other deliverables.

Ensure your classes align with holidays and reading week

Class	Date	Topics	Class Preparation	Due This Week (Tutorial details TBD)
1	14-Sept.	Course Introduction / News Discussion The Changing Face of Business	Chapter 1	
2	21-Sept.	Economic Challenges Facing Business Today	Chapter 2	Quiz 1, C1. E1. C1 & 2.
3	28-Sept.	International Business and Competing in World Markets - Business Ethics and Social Responsibility	Chapters 3, 4	
4	5-Oct.	Small Business and the Legal Forms of Business Ownership Entrepreneurship and Starting a Business	Chapters 5, 6	Quiz 2, C3. E2. C3, 4, & 5.
5	19-Oct.	Managing Outcomes: Accounting and Finance, Part 1	Chapters 16	Quiz 3, C5
6	2-Nov.	Managing Outcomes: Accounting and Finance, Part 2	Chapter 17, 18	E3. C 16 & 17, News Discussion 1 Due Oct. 19
7	9-Nov.	Human Resource Management: From Recruitment to Labour Relations	Chapter 8	E4. C 8 & 18
8	16-Nov.	Top Performance Through Empowerment, Teamwork, and Communication	Chapter 9	Quiz 4, C8.

9	23-Nov.	Creating Value: Market-Driven Organizations Marketing Strategy: Product, Distribution, Pricing, Promotion, Part 1	Chapters 12, 13	Quiz 5, C9. E5. 12 & 13.
10	30-Nov.	Marketing Strategy: Product, Distribution, Pricing, Promotion, Part 2	Chapter 14	Quiz 6, C12. E6. 13 & 14. News Discussion 2 Due, Nov. 30
11	07-Dec.	Managing the Business: Leadership, Management, and the Organization Operations and Technology, Part 1	Chapters 7, 10, 11	Group Presentations Part 1 Group Project Due, Nov. 30
12	11-Dec.	Operations and Technology, Part 2 The business future, e-commerce, AI, change basics.	Lecture Slides & Chapter 15	Group Presentations Part 2

Due Dates Summary

Date	Topics
21-Sept.	Quiz 1, C1. E1. C1 & 2.
5-Oct.	Quiz 2, C3. E2. C3, 4, & 5.
19-Oct.	Quiz 3, C5
2-Nov.	E3. C 16 & 17, News Discussion 1
9-Nov.	E4. C 8 & 18
16-Nov.	Quiz 4, C8.
23-Nov.	Quiz 5, C9. E5. 12 & 13.
30-Nov.	News Discussion 2 Quiz 6, C12. E6. 13 & 14.
07-Dec.	Group Project Group Presentations Part 1
11-Dec.	Group Presentations Part 2

***Refer to Academic Calendar for dates University Closed Dates and Holidays**
<https://calendar.carleton.ca/academicyear/>

Late Assignments:

All assignments are to be submitted by the due date on Brightspace. Late submissions and submissions sent via email will not be accepted. As noted below, students have flexible options established for group exercises, individual assignments, and quizzes.

Quizzes and Exercises

There will be 6 quizzes as per the established schedule. The quizzes will be either multiple choice, true-false, or short-answer questions. Only the five highest grades will be considered. These quizzes will be normally on Brightspace, however, only students attending the class will be graded.

There will be six group exercises to be completed in class in which students would provide their solution to a problem related to the course concepts. All submissions will be done electronically through specific links, no hard copies or email attachments will be accepted. Only the five highest grades will be considered. Further details of the exercises are to be posted on Brightspace. Like the quizzes, only students attending the class will be graded

Students are required to have their groups (4 students) formed by the first week of the class (September 14th); these groups should not change during the term.

Final Project and Video Presentations

Students working in the groups mentioned earlier will complete a final project (detailed instructions will be posted on Brightspace). As part of this project each group will create a video in which they will present their final project. All the details (rubric, format, etc.) will be posted on Brightspace. All the final project materials should be submitted through Brightspace.

Class Participation:

This component is assessed through students' participation and preparation for sessions, verbal contributions, class-related discussions, as well as answering questions posted by the instructor during the class. This item is not graded based on class attendance.

Final Exam

A final exam will be held in the final exam period and will be e-proctored and in person. The final exam will cover content from the entire semester. Details to help preparation for the final exam will be covered in the weeks prior to the exam. The final examination will cover the whole course. E-proctoring details are provided below.

e-Proctoring

If e-Proctoring is implemented for digital exams, please note that tests and examinations in this course will use a mandatory remote proctoring service provided by Scheduling and Examination Services. You can find more information at <https://carleton.ca/ses/e-proctoring/> .

Students are responsible for ensuring that the application is working properly on your computer during the exam. Failure to ensure proper functioning of CoMaS will constitute a violation of the exam rules and may be grounds for an allegation that you have violated the Academic Integrity Policy.

The minimum computing requirements for this service are as follows:

Hardware: Desktop, or Laptop

OS: Windows 10 or higher, Mac OS 10.14 or higher

Internet Browser: Google Chrome, Mozilla Firefox, Apple Safari, or Microsoft Edge

Internet Connection (High-Speed Internet Connection Recommended)

Webcam (HD resolution recommended)

Note: Tablets, Chromebooks, Smartphones and Windows-based tablets are not supported at this time.

Deferred final exams:

If you wish to defer a **Formal Final Exam**, you – the student – 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.

Use of Generative Artificial Intelligence

AI use in this course varies by assignment. Some activities will explicitly invite you to use AI tools; others will require work completed independently. Please read each assignment's instructions carefully for permitted and prohibited uses. When AI is used, be transparent about how you used it and apply critical judgment to verify its accuracy and relevance.

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

Program Learning Goal		Competencie s Not Covered	Competencie s Introduced (only)	Competencie s Taught But Not Assessed	Compete ncies Taught and Assessed
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>	1.1 Graduates will interpret and critique quantitative and qualitative data to draw conclusions through a summary of findings. 1.2 Graduates will demonstrate knowledge of equity, diversity and inclusion practices within the context of the globalized business environment. X X 1.3 Graduates will use financial information, models and datasets to make decisions. X 1.4 Graduates will demonstrate how to		X	X	X

	apply business theories, concepts and tools to support organizational decision making. X 1.5 Graduates will demonstrate how to identify and apply appropriate technologies to address business issues.		X		X
BC2 Collaboration <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 demonstrate an understanding of the characteristics of collaborative leadership. 2.2 Graduates will demonstrate the ability to work effectively in teams.		X		X
BC3 Critical Thinking <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 make decisions by gathering, interpreting and applying information from a variety of sources to address complex business issues. 3.2 Graduates will identify ethical issues and apply ethical principles in addressing complex business issues. 3.3 Graduates will apply principles of sustainability when developing new ideas or addressing business issues.			X X	X
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>	4.1 Graduates will communicate effectively on business topics through oral presentations that provide a clear, rational and persuasive course of action. 4.2 Graduates will communicate effectively on business topics through written reports that provide a clear, rational and persuasive course of action. 4.3 Graduates will communicate effectively on business topics through digital channels and platforms that provide a clear, rational		X		X X X

	and persuasive course of action.				
	4.4. Graduates will demonstrate an understanding of the process of planning, managing and undertaking a business project in their communications				

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).

Recommended Calculator for Examinations

If you are purchasing a calculator, we recommend anyone 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).

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, please review the [pregnancy academic accommodation process](#).

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, please review the [religious academic accommodation process](#).

Academic Accommodations for Students with Disabilities

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

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 where 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 the [Equity and Inclusive Communities website](#).

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. For more details, see the [Senate Policy on Accommodation for Student Activities \(PDF, 25 KB\)](#).

Academic Consideration for Medical and Other Extenuating Circumstances

Due to medical and other extenuating circumstances, students may occasionally be unable to fulfil the academic requirements of their course(s) in a timely manner. The university supports the academic development of students and aims to provide a fair environment for students to succeed academically. Medical and/or other extenuating circumstances are circumstances that are beyond a student's control, have a significant impact on the student's capacity to meet their academic obligations, and could not have reasonably been prevented. Students may request Academic Consideration for Coursework or Other Academic Deliverable. For further information please review the [Procedure for Academic Consideration](#) and the [FAQ page](#).

Scheduling and Examination Support

Scheduling and Examination Services provides various supports for both in-term and end-of-term tests and exams. Details can be found on the [Exam Support website](#).

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 academicadvising@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.

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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