



**CARLETON UNIVERSITY  
SPROTT SCHOOL OF BUSINESS**

**BIT 2001B**

**Introduction to Business – Winter 2018**

**Course Logistics**

Fridays: 14:35 – 17:25

Room: AP 132

Capsim Industry ID: **Z71002\_1**

**Instructor:** Doretha Carrington, MBA, CPA, CGA  
**Office:** DT 919  
**Office Hours:** Friday 13:15 – 14:15  
**Email:** [Doretha\\_Carrington@carleton.ca](mailto:Doretha_Carrington@carleton.ca)

## ABOUT THE COURSE

**COURSE CALENDAR DESCRIPTION FROM 2017/2018 UNIVERSITY CALENDAR:**

An overview of the most fundamental business functions. The management of people, human resources, marketing, accounting and finances, business law and operations.

**COURSE DESCRIPTION AND OBJECTIVES**

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There are no pre-requisites for BIT 2001. This course is restricted to B.I.T students.

This introductory course provides students with an overview of the Canadian business environment, the functional areas within a business and introduces skills needed to be an effective employee and manager. Students will learn to recognize and analyze an organization as an integrated entity. This course introduces students to the fundamentals of Problem Solving, Business Communications, Marketing, Entrepreneurship, Operations Management, Management Information Systems, Accounting, Finance, Management and Human Resources. A focus on the use of Excel in business application is introduced. Upon completion, students will be able to demonstrate an understanding of the business concepts as a foundation for introduction into the business environment.

## STUDENT LEARNING OUTCOMES

The purpose of the course is to provide the student with a greater understanding of the functions of an integrated business. Students will be able to:

	Course Learning Objectives	Learning Outcomes
1	Demonstrate an understanding of an integrated business and the contribution each unit makes to the success of a business entity in a global society.	<p>Comprehend and use common business terms and strategies used to advance organizational goals.</p> <p>Identify what a business represents and the essential business concepts such as products, services, profit and stakeholders used within an organization.</p> <p>Identify and understand the functional areas – Research and Development; Marketing; Production; Finance – of a business and how they work together for business success.</p>
2	Demonstrate an understanding of the factors involved in providing a product or service.	<p>List types of consumer and organizational products available for production and sale.</p> <p>List the stages of the life cycle of a product; Identify inputs and outputs; and the core functions in production management.</p> <p>Explain the why quality control and total quality management are important elements of production and their impact on products or services</p> <p>Examine the interrelationship between production and accounting.</p>
3	Explain the role of social responsibility and business ethic in a business environment.	<p>Understand what it means to practice good business ethics.</p> <p>List the factors that influence ethical decisions</p> <p>Discuss the role of business in protecting the natural environment</p>
4	Develop basic business communication and professional skill-sets.	<p>List the major components of a communication strategy and its importance to all stakeholders.</p> <p>Create and customize various management reports and financial statements that would best communicate the company's position.</p> <p>Describe and use the key elements of an effective</p>



		presentation.  Utilize knowledge and skills learnt to make presentations.
.5	Solve business problems, individually and within a team environment, to communicate understanding effectively to all stakeholders.	Using teams and teamwork to effectively demonstrate the advantages of working in teams and the characteristics of effective teams.  Apply the stages of team development and examine why conflict may arise and strategies that can be used to resolve them.
6	Utilize Excel	To create charts, format worksheets and write formulas and functions to manipulate data to meet the company goals and objectives, including skills to critically analyze and interpret financial information for decision purposes.

## COURSE MATERIALS

This course requires students to work continually throughout the semester. You will require to complete a fair amount of reading, research, writing and discussion.

Here are the required course materials:

- CapsimCore simulation registration ([www.capsim.com](http://www.capsim.com)). The ISBN for the Capsimcore bundle (software plus e-text) is 978-1-933681-21-4.
- Capsim Industry code: **271002\_1**.
- Microsoft Office 2010 or more recent (for PC's not Apple Version).
- Business attire for business presentation.

## COURSE WEB PAGE

We will use CuLearn as the source for course outline, all assignments, quizzes and other general information will be posted there. It is the students' responsibility to visit CuLearn regularly – (<http://cuLearn.carleton.ca>)

## EMAIL POLICY

Any communication from the professor will be sent to the students' Carleton University email. It is the students' responsibility to check his or her inbox for any announcements. The intention is to stick to the course schedule; all assignments and dates are subject to change.

## TECHNOLOGY FOR THIS COURSE

**Computer** – this course requires the use of a notebook computer that complies with the hardware specifications that are communicated to you by the Admissions office. This course will require the use of Microsoft Office 2010 or more recent for PCs and the use of Excel 2010.

## GRADING

Quiz 1	05%
Quiz 2	05%
Quiz 3	05%
Quiz 4	05%
Test 1	10%
Class Participation	05%
CapsimCore Team / Competition Presentation	25%
Final Exam	40%
<b>Total</b>	<b>100%</b>

## COURSE WORK/ ASSIGNMENTS

This course requires active participation in class discussion and activities; and high-quality work is expected. Much of a business person's success depends on communication, therefore effective written and oral communication is important. Written reports should be clear, logical, grammatically correct, spell checked, persuasive, supported by examples and backed up by citations for any data, ideas or other content used. It should be the student's best effort.

## ATTENDANCE

Please notify your instructor (via email) prior to the start of class, if you are not going to be in attendance. Arriving late and leaving early should be an exception. If you need to arrive late or leave early, please let your instructor know ahead of time and do so discreetly. You are responsible to ensure that your attendance is correct. Attendance will be taken at each class.

## CLASS PARTICIPATION (5%)

Much of the learning comes from in-class exercises and class discussions. Students are expected to attend all class sessions, complete all assigned reading and come to class to participate. Participation will be evaluated at each session. Class participation will be assessed more on quality than on quantity, so contributions should be relevant, concise and aimed at moving the discussion forward and driving toward insight and understanding. Most importantly, students should remain actively engaged during class.

## TESTS (10%)

There will be one in class test on **February 16**. If you miss a test, there will be NO make-up test. The grade weighting corresponding to the test that was missed will be added to the grade weighting of the final exam.

The test will cover the following material:

Test 1: chapters – 1, 2, 3, and 4

## QUIZZES (20%)

Quizzes will consist of true / false, multiple choice and/or short answer questions covering the material of each chapter and will be completed in Capsim. You are responsible for keeping up with all quiz deadlines which can be found on CuLearn and Capsim. Makeup quizzes will not be given as you have ample time to complete each.

### **CAPSIM (25%)**

To receive credit for this portion of the course, you must register on [www.capsim.com](http://www.capsim.com) no later than the registration deadline indicated on the course schedule. Failure to register in a timely manner will negatively affect your grade. More information about the simulation will be given during the semester.

**CapSim Registration Information:** Please visit the Capsim Website ([www.capsim.com](http://www.capsim.com)) to register. You will need a credit or debit card to register, and the industry ID provided to you under the course material section on page 1 of this course outline. Guidelines to assist you in registering is posted on CuLearn.

### **FINAL EXAM (40%)**

The final examination will be held during the formal exam period, April 14 – 26, 2018. The exact date and time will be announced later in the term. Students should take the final exam dates into consideration prior to making travel arrangements. The final exam will be based on all topics covered (in class and in the reading) during the term.

### **CLASS ROOM ETIQUETE**

**All electronic devices including cell phones must be turned off and should not be visible at any time during the class unless specifically directed by the instructor.** Notebook computers may not be used in class unless authorized in advance by the instructor for taking notes and specified in-class activities. Note that unauthorized use of electronic devices will result in being marked down for lack of engagement.

Remember, although every topic may not be personally interesting to you, each will be professionally relevant in fostering your ability to understand, discuss and apply the concepts contained in this course in your education and future career. **Being respectful to others and the instructor is extremely important. Standards of professionalism comparable to those expected in business should be observed.**

In addition, as a student in the class you are expected to:

- ✓ Take ownership and responsibility for the conduct of the class.
- ✓ Always treat class members and the instructor with respect.
- ✓ Be considerate and limit material or actions that others might find distracting.
- ✓ Be prepared to contribute to group and class discussions in a courteous, substantive and thoughtful manner.



## Tentative Course Outline and Schedule

Week	Date	Chapter	Topic
1	January 12	Introduction	<ul style="list-style-type: none"> <li>- Course Outline</li> <li>- Introduction to “Why Business”</li> <li>- <b>Business Now</b> Business basics; Private Enterprise; Decision Making</li> <li>- Class Teams</li> </ul>
2	January 19	1	<ul style="list-style-type: none"> <li>- What is a Business? – Examining the different components and stakeholders</li> <li>- Introduction to CapsimCore</li> <li>- <b>Mini Case 1</b> – Strategy – Lost cost vs Legacy – definitions get cloudy</li> <li>- <b>Homework – Purchase and Register for Capsim Simulation</b> – see registration document on CuLearn</li> </ul>
3	January 26		<ul style="list-style-type: none"> <li>- Decision Making in Capsim Core</li> <li>- Problem Solving Presentation</li> <li>- <b>Mini Case 2</b> – R&amp;D - Wearables offer lessons for NPIs</li> <li>- <b>Complete Capsim Practice round # 1</b> by 10:00 PM</li> </ul>
4	February 2	2	<ul style="list-style-type: none"> <li>- <b>Marketing</b> Identifying, enticing and adding value for customers The responsibilities of the Marketing manager The 4 P’s</li> <li>- <b>Mini Case 3</b> – Marketing – Dollar Shave club’s big draw for Unilever – the brand</li> <li>- <b>Complete Capsim Practice round # 2</b> by 10:00 PM</li> <li>- <b>Quiz 1:</b> Chapter 1 and 2 – Due Monday February 5 – 10:00PM</li> </ul>
5	February 9	3	<ul style="list-style-type: none"> <li>- <b>Production</b> – Creation of goods and service for sale Production basics Linking Production to Accounting</li> <li>- <b>Mini Case 4</b> – Production: Can Tesla achieve economies of scale and keep its promise</li> <li>- <b>Complete Capsim Competition Round 1</b> – Due 10:00 PM</li> <li>- <b>Quiz 2:</b> Chapter 3 – Due Monday February 12 – 10:00 PM</li> </ul>
6	February 16	4	<ul style="list-style-type: none"> <li>- <b>Accounting</b> – Keeping track of your money</li> <li>- <b>Complete Capsim Competition Round 2</b> – Due 10:00 PM</li> <li>- <b>Test 1 – In class</b></li> </ul>
7	February 23		<b>Winter Break</b>
8	March 2	5	<ul style="list-style-type: none"> <li>- <b>Finance</b> – Raising funds, rewarding shareholders and managing assets</li> <li>- <b>Mini Case 5</b> – Finance: Why the rules are the rules</li> <li>- <b>Complete Capsim Competition Round 3</b> – Due <b>Wednesday February 28 @ 10:00 PM</b></li> <li>- <b>Complete Capsim Competition Round 4</b> – Due Friday March 2 @ 10:00 PM</li> </ul>
9	March 9	6	<ul style="list-style-type: none"> <li>- <b>Strategy</b> – How does it all work together</li> </ul>



			<ul style="list-style-type: none"> <li>- <b>Capsim Competition Round 5 – Due Wednesday, March 7 @ 10:00 PM</b></li> <li>- <b>Capsim Competition Round 6 – Due Friday March 9 @ 10:00 PM</b></li> </ul>
<b>10</b>	March 16	7	<ul style="list-style-type: none"> <li>- <b>Ethic and values</b> – Doing it right</li> <li>- <b>Complete Capsim Competition Round 7</b> – Due 10:00 PM</li> <li>- <b>Quiz 3</b> – Chapter 5 and 6 – Due Monday March 19 – 10:00 PM</li> </ul>
<b>11</b>	March 23	8	<ul style="list-style-type: none"> <li>- <b>Complete Capsim Competition Round 8</b> – Due 10:00 PM</li> <li>- <b>Selling your company</b> and making brilliant Presentations</li> <li>- <b>Quiz 4</b> - Chapter 7 and 8 – Due Monday March 26 – 10:00PM</li> </ul>
<b>12</b>	March 30		<b>Statutory Holiday</b>
<b>13</b>	April 6		- Teams Presentations on result of simulation
<b>14</b>	April 11 Wednesday		<ul style="list-style-type: none"> <li>- <b>Canadian Business Law</b> – Elements of Contract law</li> <li>- <b>Closing</b></li> </ul>

## 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, 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.

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, 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](mailto: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](http://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](http://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/>

## **Important Dates and Deadlines – Winter 2018**

### **Graduate, Undergraduate and Special Students**

#### **January 2**

University reopens at 8:30 a.m.

#### **January 8**

Winter term classes begin.

#### **January 12**

OSAP deferral deadline. [Late payment charges and late registration charges](#) applied to the student account on or after this date for eligible OSAP students.

#### **January 19**

Last day for registration for winter term courses.

Last day to change courses or sections (including auditing) for winter 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 Winter 2018 and must register for the Winter 2018 term.

#### **January 19-21, 26-28**

Fall-term deferred examinations will be held.

#### **January 31**

Last day for a [fee adjustment](#) when withdrawing from Winter term courses or the Winter portion of two-term courses (financial withdrawal). Withdrawals after this date will create no financial change to Winter term fees and will result in a grade(s) of WDN appearing on your official transcript.

#### **February 16**

April examination schedule available online.

#### **February 19**

Statutory holiday, University closed.

#### **February 19-23**

Winter Break. Classes are suspended.

#### **March 1**

Last day for receipt of applications from potential spring (June) graduates.

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

**March 9**

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

**Date TBA**

[Last day to pay any remaining balance on your Student Account](#) to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents. An account balance may delay Summer 2018 course selection.

**March 27**

Last day for summative or final examinations in winter term or fall/winter courses before the official examination period (see [Examination Regulations](#) in the Academic Regulations of the University section of the Undergraduate Calendar).

**March 30**

Statutory holiday, University closed.

**April 7**

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

**April 11**

Winter term ends.

Last day of fall/winter and winter-term classes.

Classes follow a Friday schedule

Last day for academic withdrawal from fall/winter and winter term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.

**April 12-13**

No classes or examinations take place.

**April 14-26**

Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all 7 days of the week.

**April 26**

All take home examinations are due on this day.