



**Carleton**  
UNIVERSITY

**SPROTT**  
SCHOOL OF BUSINESS

**CARLETON UNIVERSITY  
SPROTT SCHOOL OF BUSINESS  
BIT 2001 B  
2021 - WINTER  
INTRODUCTION TO BUSINESS**

**Instructor: Jeremy Brzozowski**  
**Office: Virtual Office**  
**Office Hours: TBD**  
**Email: Jeremy.Brzozowski@carleton.ca**  
**Phone Number: Please use email**

**Course meets: \*Tuesday 2:35pm**

**Modality: \*Online (1.5 hrs asynchronous and 1.5 hrs synchronous)**

**Pre-requisites & precluded Courses:** There are no pre-requisites for BIT 2001. This course is restricted to B.I.T. students.

**COURSE DESCRIPTION FROM CARLETON UNIVERSITY UNDERGRADUATE CALENDAR 2020/21:**

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

Includes: Experiential Learning Activity

**COURSE DESCRIPTION AND OBJECTIVES:**

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. Upon completion, students will be able to demonstrate an understanding of the business concepts as a foundation for introduction into the business environment

**LEARNING OBJECTIVES:**

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.	<ul style="list-style-type: none"> <li>• Comprehend and use common business terms and strategies used to advance organizational goals.</li> <li>• Identify what a business represents and the essential business concepts such as products,</li> </ul>
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		<p>services, profit and stakeholders used within an organization.</p> <ul style="list-style-type: none"> <li>Identify and understand the functional areas: Research and Development; Marketing; Production; Finance – of a business and how they work together for business success.</li> </ul>
2	Demonstrate an understanding of the factors involved in providing a product or service.	<ul style="list-style-type: none"> <li>List types of consumer and organizational products available for production and sale.</li> <li>List the stages of the life cycle of a product;</li> <li>Identify inputs and outputs; and the core functions in production management.</li> <li>Explain the why quality control and total quality management are important elements of production and their impact on products or services</li> </ul>
3	Explain the role of social responsibility and business ethic in a business environment.	<ul style="list-style-type: none"> <li>Understand what it means to practice good business ethics.</li> <li>List the factors that influence ethical decisions</li> <li>Discuss the role of business in protecting the natural environment</li> </ul>
4	Develop basic business communication and professional skill-sets.	<ul style="list-style-type: none"> <li>List the major components of a communication strategy and its importance to all stakeholders.</li> <li>Review various management reports and financial statements that would best communicate the companies positions.</li> <li>Apply the stages of team development and examine why conflict may arise and strategies that can be used to resolve them.</li> </ul>

#### REQUIRED READINGS: TEXTBOOK:

Nickels, William G., McHugh, James M., McHugh, Susan M., Cossa, Rita, Stevens, Julie (2019), *Understanding Canadian Business, Tenth Edition*, McGraw-Hill Ryerson Limited, ISBN: 9781259654954 (Hard copy or digital)

Additional reading material and weblinks will be posted on cuLearn.

#### REQUIRED: ON-LINE SIMULATION CAPSIM FOUNDATIONS

This course requires students to complete the CAPSIM Core simulation.

Website: [www.CAPSIM.com](http://www.CAPSIM.com) for registration.

The SIS for the CAPSIM Core bundle is (software plus E-TEXT)

CAPSIM Industry Code: Will be confirmed during the first week of class.

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 second week of class.**

## METHODS OF EVALUATION – GRADED COURSEWORK

Group	Mini Case Assignment	5%
Group	CAPSIM	35%
Individual	Quiz	10%
Individual	Midterm Exam	20%
Individual	Final Exam	30%
	Total	100%

Your final course grade will be a weighted average of each of these graded components. Please ensure that all submissions include name and student number.

**Late assignment policy: Late assignments are not accepted and result in an automatic 0%. No exceptions**  
Students must always retain a hard copy of all work that is submitted.

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### Midterm Test

The midterm test must be completed over an 48 hour period and will consist of multiple choice and short answer questions based on the textbook chapters (all assigned up until the test date) as well as all content covered in class lectures.

Students who are unable to write the midterm exam due to a certified illness will have the option to write a makeup exam. Students missing the midterm for a certified illness must notify me before the midterm if possible, and provide a medical certificate within 48 hours following the midterm.

### Final Exam

The final exam will be held during the University's exam period and must be completed over an 48 hour period. The final exam will be based on assigned textbook chapters and all content covered in class lectures (with an emphasis on material covered after the midterm).

### Communications

Information will be communicated during class on a regular basis via cuLearn. The cuLearn page for this course will be the primary source for course materials including announcements, assignment instructions, supplemental lecture slides, etc.

Please check the course cuLearn page at least once a week.

Any student requiring accommodation, due to time zone, or technology limitations should reach out one week prior to any evaluative component being due.

### Email Policy

For me to respond to your emails, your message must include your full name, CU ID, course number and section, and the email must be sent from your valid CARLETON address. I will strive to answer emails within 24 hours. For questions that have already been addressed in class, please review the course outline and cuLearn documents, and consider using the cuLearn course discussion forum to find an answer from a classmate.

### Wireless Devices and Laptop Usage

Please bring a wireless device (tablet, phone or laptop) to your virtual class. The use of a wireless devices will be needed for interactive activities in the lectures.

## COURSE SCHEDULE:

Date	Topics/Agenda	Readings
January 12	Introduction to Business <ul style="list-style-type: none"> <li>• The Dynamic Business Environment (Chapter 1)</li> </ul> <i>Course Outline Review</i> <i>Assessment/Expectations</i> <b>CAPSIM Team Assignment</b>	Text Ch. 1
January 19	Global Environments & Business Ownership: <ul style="list-style-type: none"> <li>• Global Markets (Chapter 3)</li> <li>• Forms of Business Ownership (Chapter 6)</li> </ul> <b>CAPSIM Assignment Review</b> <b>Complete CAPSIM Practice Round #1 Due</b>	Text Ch. 3, 6
January 26	Accounting Information & Financial Activities <ul style="list-style-type: none"> <li>• Understanding Account and Financial Information (Chapter 16)</li> <li>• Financial Management (Chapter 17)</li> </ul> <b>Complete CAPSIM Practice Round #2 Due</b> <b>Mini Case Assignment Review</b>	Text Ch. 16 & 17
February 2	Marketing: Developing and Implementing Customer Orientation Marketing Plans <ul style="list-style-type: none"> <li>• Marketing: Helping Buyers Buy (Chapter 14)</li> </ul> <b>Quiz – Chapter 1, 3, 6, 16 &amp; 17</b> <b>Complete CAPSIM Competition Round #1</b>	Text Ch. 14
February 9	Marketing: Developing and Implementing Customer Orientation Marketing Plans Cont'd <ul style="list-style-type: none"> <li>• Managing the Marketing Mix (Chapter 15)</li> </ul> Small Business <ul style="list-style-type: none"> <li>• Entrepreneurship and Starting a Business (Chapter 7)</li> </ul> <i>Quiz review from previous week</i> <b>Mini Case Presentation</b> <b>Complete CAPSIM Competition Round #2</b>	Text Ch. 15, 7
February 16	<b><u>No Class – Winter Break</u></b>	No class
February 23	Production to Satisfy Customers <ul style="list-style-type: none"> <li>• Producing World Class Goods and Services (Chapter 10)</li> </ul> <b>Mini Case Presentation</b> <b>Complete CAPSIM Competition Round #3</b>	Text Ch. 10
March 2	<b>Midterm Exam</b> <b>Complete CAPSIM Competition Round #4</b>	(2 hours, no lecture afterward)

March 9	Management of Human Resources <ul style="list-style-type: none"> <li>• Motivating Employees (Chapter 11)</li> <li>• Human Resource Management (Chapter 12)</li> </ul> <b>Mini Case Presentation</b> <b>Complete CAPSIM Competition Round #5</b>	Text Ch. 11, 12
March 16	Leadership & Management in the Workplace <ul style="list-style-type: none"> <li>• Management and Leadership (Chapter 8)</li> <li>• Dealing with Employee Management Issues and Relations (Chapter 13)</li> </ul> <b>Mini Case Presentation</b> <b>Complete CAPSIM Competition Round #6</b>	Text Ch. 8, 13
March 23	Structuring Organizations for Today's Challenges (Chapter 9) <b>Mini Case Presentation</b> <b>Complete CAPSIM Competition Round #7</b>	Text Ch. 9
March 30	Business Trends: Ethics and Social Responsibility (Chapter 5) <b>Mini Case Presentation</b> <b>Complete CAPSIM Competition Round #8</b> <b>Exam Review</b>	Text Ch. 5
April 6	<b>CAPSIM Presentation</b>	

### 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**

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**

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

#### **Pregnancy 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)

#### **Religious obligation**

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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**

### **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](https://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. 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. 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 student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are 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/>

\* Note that the office is physically closed. However, e-drop in is available between 8:30-4:30 until social distancing requirements are updated by the Province.

### **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, 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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