

**CARLETON UNIVERSITY  
SPROTT SCHOOL OF BUSINESS  
BIT 2001B  
Introduction to Business  
Winter 2015**

**Instructor:** Doretha Carrington, BComm, MBA, CPA, CGA  
**Office:** DT 1009  
**Office Hours:** Friday 13:30 – 14:30  
**Email:** [Doretha\\_Carrington@carleton.ca](mailto:Doretha_Carrington@carleton.ca)

**TA:** TBD  
**Office Hours:** TBD  
**Email:** TBD

**Course meets:** Friday 14:35 – 17:25

**Pre-requisites & precluded Courses:**

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There are no prerequisites for BIT2001. This course is restricted to B.I.T. students.

**REQUIRED TEXTBOOK**

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1. *Business in Action, 7<sup>th</sup> Edition*, Bovee, Thill & Dracopoulos, Pearson, 2009.
2. *Business Plan, Business Reality, Starting and Managing your own Business in Canada, 4<sup>nd</sup> edition*, Skinner (**Optional**)

**COURSE DESCRIPTION AND OBJECTIVES**

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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. It includes an overview of the most fundamental business functions, such as the management of people, human resources, marketing, accounting and finances, business law and operations. The aim is to introduce the concept of “business” as a whole by examining the main functional areas and demonstrating how they interact together. Students should leave the course with:

- a business vocabulary
- skills to critically analyze and interpret financial information for decision purposes
- an understanding of the factors involved in providing a product or service
- knowledge of the tasks, practices, and responsibilities of managers

**COURSE APPROACH**

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The class will be a combination of lecture and instructor-led activities. You will learn through lectures, readings, discussions, class activities, problems and assignments. For you to succeed in

this course you must prepare for all classes, attend all classes, attempt all problems assigned, contribute to class discussions and exercises, and *thoughtfully* complete assignments.

## GRADING SCHEME

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Test 1	20%
Test 2	20%
Group Assignment – Business Plan	20%
Final	40%

### **Tests**

There will be two in-class **tests**: February 13 and March 20. The only valid excuse for missing a test is for medical reasons or death in the family and must be documented with a medical certificate. Any other reason (such as travel, etc....) cannot be considered. In such circumstances 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 tests will cover the following material

Test 1: chapters 1, 2, 3, 5, 6, 7, 8, 10, 11, & 12

Test 2: chapters 9, 13, 14, 15, 16, 17, & 18 Understanding Financial Statements,  
CVP Analysis & Budgeting

### **Group Assignment – Business Plan:**

The purpose of a business plan is to explain to someone (banker, potential investor, shareholders) what your business opportunity is and why it will succeed. The task is to identify a new product/service for an identified market. I am a potential lender/investor and you are to present me with the case for why I should invest in your company.

**It is expected that students will demonstrate the ability to undertake secondary research and apply course concepts.** Seek out as much additional information as you feel is helpful. Generally, researching the opportunity will require considerable legwork. Thus, effective team organization and division of labour will have an important bearing on your success. Refer to the Teamwork guidelines provided in this outline.

Teams of 5 to 7 students will be randomly formed. The business plans should be 12-15 pages in length (not including appendices, exhibits and references). The major sections to be included are: Executive Summary, Business Overview, Products/Services, Industry Overview, Marketing Plan, Operations Plan and Financial Plan. Late reports will be penalized 5% per day after the due date (i.e. 1 mark per day). Further details will be provided on the course website. I reserve the right to change the teams at the formation stage.

Presentation: Each team will present their business plan in-class. The length of the presentations should be no more than 15 minutes (**10 minutes to present and 5 minutes for questions**). Each team member is required to participate in all stages and all parts in the planning, researching, writing and presentation of the Business Plan and will have shared responsibility of the overall project. In submitting the team members list, identifying the team member's primary

responsibility is allowable, however, I will assume that each student has an understanding of each part of the plan and has contributed to improvement of each part.

In addition, it is required that at least one project meeting be organized with the instructor to assess the status of the project. Each student will be responsible for assessing the participation of the other team members. There will be a group grade awarded for this project.

***Final Exam (40%):***

The final examination will be held during the formal exam period, April 11 - 23, 2015. The exact date and time will be announced later in the term. Students are advised to take final exam dates into consideration prior to making any travel arrangements. The final examination will be based on all topics covered (in class and in the readings) during the term, with emphasis on the latter part of the course. The format of the final exam will be discussed in class.

***Deferred Examinations:***

Students who are not able to contribute to a group project, submit an individual assignment, or write the midterm exam due to a certified illness will have the weight of the assignment/exam added to their final examination, upon provision of the appropriate documentation at least two weeks before the final examination.

Students who are unable to write or complete a final examination because of illness or other circumstances beyond their control may apply to write a deferred examination. The application for a deferral must be made in writing to the Registrar's office no later than five working days after the original final examination or the due date of the take home examination.

***Remarking:***

Every effort will be made to mark fairly and accurately. In cases where students call into question the grades awarded, please write a brief note describing the difficulty with the awarded grade and provide the note, together with the graded work, to the instructor within 14 days of the day the grade is available to the student. Please be sure to include your name and student number on the note to enable the instructor to identify it properly. Note that the resulting remarking may lead to a lower grade.

**CLASS GUIDELINES**

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***CuLearn***

Lecture notes, updates about the class, and other general information will be posted to the course webpage (<http://cuLearn.carleton.ca>). **It is your responsibility to visit cuLearn regularly.**

***About Cellular Phone Usage***

The use of cellular phones is **not permitted** in this class. It is disruptive to the professor and class members. If you carry a phone to class, please make sure it is turned off. If an emergency situation requires you to keep your cell phone turned on, please discuss this with the instructor prior to the class.

***Email Policy***

I will try to answer your emails within 48 hours; you should not expect an immediate response. I will not answer by email questions that have already been asked and answered in class. Please use the cuLearn course discussion group to ascertain whether your classmates can assist you.

### **General Etiquette**

- Arriving late and leaving class early should be an exception.
- Please do not prepare early for departure.
- Side discussions should be limited to when we break-away to discuss problems.

### **Team Work**

A team learning environment provides the maximum potential to explore and debate the material. It will be necessary for the teams to meet outside of class to discuss the team project. Good team dynamics are essential. You are strongly advised to speak to me about team problems as soon as they arise, rather than waiting until it is too late for me to help. I will do my best to help mediate problems as needed.

### **FND:**

To reduce instances of miscommunication Carleton 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).

**Please include something along the following in the course outline (note this is only an example...you can determine your own criteria for satisfactory in-term performance):**

#### **Satisfactory In-term Performance**

1. Unless otherwise stated below in item #2, the requirement for Satisfactory In-term Performance is set at 50% of all, not each, pre-final term work (i.e. assignments, participation marks, tests etc.).
2. The criterion/criteria and the standard(s) for Satisfactory In-term Performance are as follow(s):
  - a. <insert list here if applicable>
3. Unsatisfactory In-term Performance in this course will lead to failure in this course (regardless of the performance at the Final exam or final project) Yes  No   
FND grade in this course (in case of missed Final exam or project) Yes  No

## TENTATIVE COURSE SCHEDULE\*

Week #	Date Week of	Topics	Readings/ Assignments
1	Jan 9	Developing a Business Mindset Understanding Basic Economics	Chapter 1 Chapter 2
2	Jan 16	The Global Market Forms of Ownership Entrepreneurship and Small-Business Ownership	Chapter 3 Chapter 5 Chapter 6
3	Jan 23	Managing People – Leadership Managing Human Resources Labour Relations	Chapter 7 Chapter 11 Chapter 12
4	Jan 30	Managing People – Teams Motivating Today’s Workforce Operations and Production Systems	Chapter 8 Chapter 10 Chapter 9
5	Feb 6	Marketing – Product & Pricing Marketing – Distribution & Promotion	Chapter 13 Chapter 14 & 15
6	Feb 13	Customer Communication	Chapter 16 <b>Test 1</b>
7	Feb 16 – 20	Winter Break	
8	Feb 27	Accounting and Financial Management Analyzing & Using Financial Information	Chapter 17 Chapter 18
9	Mar 6	Understanding Financial Statements	cuLearn
10	Mar 13	CVP Analysis & Budgeting	cuLearn
11	Mar 20	Understanding Banking & Securities	Chapter 19 & 20 <b>Test 2</b>
12	Mar 27	Group Presentations	15 minutes per group
13	April 8	Business Ethics and Corporate Social Responsibility Business Law	Chapter 4 Appendix A

\*Note: While attempts will be made to keep to the schedule listed above, circumstances may necessitate modifications throughout the semester.

## IMPORTANT ADDITIONAL INFORMATION

### **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      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/academicregulationsoftheuniversity/>

### **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](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*). 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 deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2014 exam period is November 8, 2014 and for the April 2015 exam period is March 7, 2015.

*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/>.

**Assistance for Students:**

Student Academic Success Centre (SASC): [www.carleton.ca/sasc](http://www.carleton.ca/sasc)

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): [www.carleton.ca/sasc/peer-assisted-study-sessions](http://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.

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- 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/>
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## Important Dates - Winter Term 2015

Date	Activity
January 5, 2015	Winter Term classes begin.
January 16, 2015	<p>Last day for registration for Winter Courses            Last day to change courses or sections (including auditing) for Winter term courses.            Students who have not deposited (via automated upload) the final copy of their thesis to the office of the Faculty of Graduate and Postdoctoral Affairs must register            Last day for a fee adjustment when withdrawing from Winter term courses or the Winter portion of two-term courses.</p>
January 31, 2015	<p>Withdrawals after this date will create no financial change to Winter term fees (financial withdrawal).</p>
February 13, 2015	April examination schedule available online.
February 13 - 21, 2015	Fall- term deferred examinations will be held.
February 16 - 20, 2015	Winter break. Classes suspended.
March 1, 2015	<p>Last day for UHIP refund applications for International            Students who will be graduating this academic year.            Last day for receipt of applications from potential spring (June) graduates.</p>
March 6, 2015	Last day to submit to the Paul Menton Centre or Students with Disabilities, Formal Examination Accommodation Forms for December examinations.
March 24, 2015	Last day for test 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 calendar).
April 3, 2015	Statutory holiday, University closed
April 8, 2015	Winter term ends.

Date	Activity
April 9 - 10, 2015	<p>Last day of fall/winter and winter-term classes.</p> <p>Last day for academic withdrawal from fall/winter and winter-term courses.</p> <p>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.</p>
April 11 - 23, 2015	<p>No classes or examination take place</p> <p>Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all seven days of the week.</p>
June 8 -18 2015 (including Saturdays)	<p>Fall/winter and winter term deferred final examinations will be held.</p>