



**Carleton**  
University

**Sprett**  
School of Business

**Carleton University  
Sprett School Of Business  
Winter 2024  
Introduction To Business | BUSI 1800 Section C**

**Instructor:** Khalid Al-Ani

**Office Hours:** Email/Zoom or Team Calls as needed

**Email:** khalidalani@cmail.carleton.ca

**TA:** TBD

**Office Hours:** N/A, questions through email or during tutorials.

**Course Time Slot:** Tuesdays from 2:35 p.m. to 4:25 p.m.

**Modality:** In-Person

**Pre-requisites & precluded Courses:** None but precludes additional credit for BIT 2001.

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**Course Calendar description from the [2023/2024 University calendar](#):**

Introduction to contemporary businesses in a complex economy, their role in the society, their history. The various functions that come together to define a business will be examined. All forms of business communications emphasized. Lectures are 1 hour, 50 minutes per week, with a weekly, 50-minute-long tutorial.

**Learning Outcomes:**

This introduction to business is built around three main objectives:

- Gaining general knowledge on businesses and sustainable business management
- developing the ability to apply this knowledge to practical situations and
- developing human skills and communication skills.

### Optional Textbook

Contemporary Business 3rd Canadian Edition. You can get this with WileyPlus (videos, slides, and other resources) for one term for \$98.95 +HST, rent the eBook for 150 days for \$55 + HST, or find a hardcopy.

<https://www.wileyplus.com/business-and-decision-science/boone-contemporary-business-3ce-eprof18400>

<https://www.wiley.com/en-ca/Contemporary+Business%2C+3rd+Canadian+Edition-p-9781119501251>

### Praxar Simulation

In the final quarter of the course, students will take part in a simulation by Praxar (Praxar Golf Management). This simulation is intended to give students a taste of how roles are interconnected within organizations and how decisions made in one area can affect not only overall profits but also the outcomes of their own teams. The simulation opens on March 5<sup>th</sup> at midnight. The price is 39.95 + HST, and instructions on how to register for this course's set of simulations will be emailed to you during the third week of classes.

### Required Technology

Access to the internet on an electronic device

### Tutorials

There will be a total of 10 tutorials (weeks 3 to 12), except in the case of Friday tutorials, where there will be 9, due to the loss of the Good Friday tutorial (on March 29th). Every full tutorial attended (up until the fifth) will count for 1 % of your mark. Tutorials

- a) allow for the formation of groups (semi-random assignment) and
- b) serve as a booked room where you can get group work done.

### Course Requirements & Methods of Evaluation:

Deliverable	Value	Group	Individual	Timeline
Day-of-class Quizzes	25%		X	Available for 24 hours after every class from weeks 2 to 8, best 5 of 7, 5 @ 5% each. 4:45 pm Tuesday-4:45 pm Wednesday.
Wiley Weekly Quizzes	20%		X	Available 4:45 pm after every class from weeks 2 to 8, best 5 of 7, 5 @ 4% each. Due 11:59 pm on Friday.
Tutorial Attendance	5%		X	Tutorial attendance throughout.

(any 5 full tutorials, 1 % each)				
Praxar Practice Zones (completion of two rounds of Praxar Practice Zone. 5%, 2.5% each)	5%		X	<b>Completion of both practice rounds by Monday March 4th at 11:59 pm.</b>
Team Charter	10%	X		<b>Due Friday February 16th at 11:59 pm</b>
Praxar Simulation	15%	X		<b>5 % per yearly decision. Years 1, 2, and 3 due March 12<sup>th</sup>, March 19<sup>th</sup>, and March 26<sup>th</sup> at 11:59 pm</b>
Simulation Report	20%	X		<b>Due April 5<sup>th</sup> at 11:59 pm</b>
<b>Total Assessment</b>	<b>100%</b>			

### Course Evaluation

Course work will be evaluated based on individual and group work. Students will be placed in teams for their group assignments and will be required to work with those team members for all group-related activities. Assignments will explain in detail what components of work will be required to be completed individually or as a team.

This course has no midterm or final exams.

More information for all assessments will be discussed at the start of the term, including specific details and expectations.

Note that, while peer evaluations are not part of this course, students whose teammates demonstrate haven't contributed minimally, or at all, are subject to penalties ranging from 50-100%.

### Course Schedule:

See Appendix A for detailed course schedule.

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

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
<b>CHECK (X) ONE PER ROW</b>				
<b>BC1 Knowledge</b> <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				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>				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>			X	
<b>BC4 Communication</b> <i>Graduates will be effective and persuasive in their communications.</i>				X
<b>B15 Global Awareness (BIB ONLY)</b> <i>Graduates will be globally-minded.</i>		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 Spratt 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

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](https://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](https://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](https://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](https://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.

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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**Appendix A – Detailed Course Schedule**

**NOTE:** Tutorials start during week three (January 23rd).

<b>Week</b>	<b>Date</b>	<b>Chapter / Topics</b>
1	Jan. 9	Course introduction.
2	Jan. 16	Referencing Chapter 1: The Changing Face of Business Chapter 2: Business Ethics and Social Responsibility
3	Jan. 23	Chapter 9: Top Performance through Empowerment, Teamwork, and Communication Chapter 10: Production and Operations Management
4	Jan. 30	Chapter 3: Economic Challenges Facing Business Today Chapter 4: Competing in World Markets
5	Feb. 6	Chapter 5: Forms of Business Ownership and Organization Chapter 6: Starting Your Own Business: The Entrepreneurship Alternative
6	Feb. 13	Chapter 7: Management, Leadership, and the Internal Organization Chapter 8: Human Resource Management: From Recruitment to Labour Relations
	Feb 19-23	Winter Break
7	Feb. 27	Chapter 11: Customer-Driven Marketing Chapter 12: Product and Distribution Strategies
8	Mar. 5	Chapter 13: Promotion and Pricing Strategies Chapter 14: Using Technology to Manage Information



9	Mar. 12	Simulation Teamwork: Start or continue simulation year 1
10	Mar. 19	Simulation Teamwork: Start or continue simulation year 2
11	Mar. 26	Simulation Teamwork: Start or continue simulation year 3
12	Apr. 2	Final Report Session

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### Appendix B– Learning Outcomes for the Bachelor of Commerce Program

Goals	Objectives
<b>BC1 Knowledge Integration</b> Graduates will demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real- world business problems.	<b>1.1 Apply theoretical concepts to develop innovative, practical business solutions.</b> <b>1.2 Develop an understanding of the cross-functional and interdependent nature of strategic business decisions.</b> <b>Develop awareness and understanding of integrated enterprise information technology solutions in addressing business problems.</b>
<b>BC2 Collaboration</b> Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.	<b>2.1 Develop leadership skills, empathy and initiative, to foster teamwork and accomplish common goals</b> <b>Include and encourage all team members to contribute and leverage their own unique skills and abilities</b>
<b>BC3 Critical and Reflective Thinking</b> Graduates will demonstrate the ability to identify a business problem, isolate its key components, analyze and assess the salient issues, set appropriate criteria for decision making, and draw appropriate conclusions and implications for proposed solutions.	<b>3.1 Identify the essential question, issue and/or problem.</b> <b>3.2 Gather relevant data to effectively address the question, issue, and/or problem.</b> <b>3.3 Recognize and evaluate assumptions, diverse points of view and ideas relevant to the question, issue, and/or problem.</b> <b>3.4 Develop informed alternative solutions and evaluate them using</b>

	<p>appropriate analytical techniques.  <b>Articulate implications and consequences that emerge from conclusions/solutions.</b></p>
<p><b>BC4 Communication Capabilities</b>  <b>Graduates are able to prepare and present well organized and effective reports on business issues using appropriate supportive technologies.</b></p>	<p><b>4.1 Write well-organized and effective reports on business issues.</b>  <b>4.2 Prepare and present oral reports on business issues in a well-organized and effective manner.</b>  <b>4.3 Demonstrate professionalism when interacting with peers, faculty, and business professionals in formal and informal business settings.</b></p> <p><b>Demonstrate proficient and effective use of modern information and communication technologies for communicating and collaborating in organizational settings.</b></p>
<p><b>BC5 International Perspective</b>  <b>Graduates will develop an appreciation of the role and function of business in a complex world.</b></p>	<p><b>5.1 Identify the key issues and challenges of doing business in international settings.</b></p> <p><b>Know when to adapt business decisions to different international settings.</b></p>
<p><b>BC6 Ethical Reasoning</b>  <b>Graduates will be capable of recognizing and resolving ethical issues that arise in business settings.</b></p>	<p><b>6.1 Recognize the value of incorporating ethics into work-life decisions.</b>  <b>6.2 Demonstrate the ability to recognize ethical issues associated with work and organizational decisions and actions, and to apply ethical principles to deal effectively with them.</b></p> <p><b>Demonstrate an understanding of the impacts of organizational culture, structure, and systems on ethical behavior, and the ability to manage features of these organizational characteristics in order to promote ethical behavior throughout the organization.</b></p>

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