

**BUSI 1800**  
**Introduction to Business**  
**Fall 2015 - Section A**

**Instructor:**

Name	Email	Office Hours
Cheryl Volesky	<a href="mailto:cheryl.volesky@carleton.ca">cheryl.volesky@carleton.ca</a>	Office hours will be by appointment only. Office: Dunton 1009 Please email Cheryl Volesky directly if you would like to set up a time to meet in person. Phone: 520-2600 ext. 2287 cannot count on this – use email please.

Section	Day	Start Time	End Time	CRN	Location
A	Tuesday	8:35pm	11:25pm	30593	Southam KM - Theatre

**Tutorials:** 2 hours/week REQUIRED. Only attend your scheduled tutorial as you will be working with your team on your simulation during some of the tutorials.

Tuesday	Wednesday	Thursday	Friday
<b>CLASS 8:35 – 11:25</b>	<b>A06 14:35 – 16:25</b>	<b>A09 8:35 – 10:25</b>	<b>A10 8:35 – 10:25</b>
<b>A07 11:35 – 13:25</b>		<b>A02 12:35 – 14:25</b>	<b>A04 11:35 – 13:25</b>
<b>A08 14:35 – 16:25</b>		<b>A01 14:35 – 16:25</b>	<b>A03 14:35 – 16:25</b>
		<b>A05 14:35 – 16:25</b>	

**COURSE WEBSITE**

Access cuLearn through Carleton's student portal. Login using your name and your password. This will allow you to access Carleton Central, cuLearn and your email. Schedules, lecture slides, assignment instructions, grades and messages can be found on the cuLearn. Please consult before emailing questions. Only email using your Carleton email (e.g. [john.smith@carleton.ca](mailto:john.smith@carleton.ca)).

**ENROLMENT**

Enrolment is restricted to students in the Bachelor of Commerce Program.

## COURSE DESCRIPTION

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.

## LEARNING OBJECTIVES

During this course, students will:

1. Experience the different functional areas of a business through participation in an interactive and on-line case simulation. The simulation runs for 6 weeks specifically but will be addressed throughout the 12 week course and will include individual and group work both in class, during tutorials and for homework. Students will have the opportunity to make real-life business decisions, taking on the role of an entrepreneur and in a team environment will make strategic planning and management decisions related to products as they follow their lifecycles in a new business. Roles will include Research and Development, Marketing, Production, Finance/Accounting and Human Resources. Business decisions are introduced as they become relevant in the evolution of the company.
2. Learn the strategies behind promoting better decision making and learning to manage a totally integrated company.
3. Learn and practice the critical components of business communications, including writing and presentation skills, through hands-on activities and assignments tied to the on-going simulation.
4. Develop leadership, teamwork and interpersonal skills through in-class, individual and group projects, presentations and assignments.
5. Students will use the materials from the text book, lecture discussions and in-class guests to address course assignments which will take the form of written memos and reports, in-class presentations, individual and group contributions in class and tutorials, as well as through peer evaluations.

## ON-LINE SIMULATION

As noted in the Learning Objectives, students in this course will be required to participate in a team-based on-line simulation. Students will be required to sign up for **Capsim Foundations** simulation during week 2 of the course. 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. More details will be provided after the first week of class and instructions will be provided on cuLearn concerning how to register. You will be set up in groups during the second tutorial – don't miss it!

**TEXT:**

1. Nickels, William G., McHugh, James M., McHugh, Susan M., Cossa, Rita, Sproule, Bob (2013), **Understanding Canadian Business, Eighth Edition (with Connect with LearnSmart and Smartbook PPK)**, McGraw-Hill Ryerson Limited, ISBN: 1259066622 9781259066627 CANH

**NOTE:**

Part of your required assessment for this course is located on McGraw-Hill Connect, which is the online homework platform that accompanies the textbook required for this course. Connect will contain weekly assignments you must complete related to the chapters you are covering in class that week, and Connect includes a full **eBook** for you to read and reference.

You have 2 purchase options for Connect: **(PICK ONE ONLY)**

1. **Option #1: Purchase the hardcover printed Nickels 8<sup>th</sup> Cnd Edition textbook package NEW, which has the Connect access code + eBook included.**

This can be purchased at the Carleton U bookstore, from Haven Books on Sunnyside, or directly from McGraw-Hill's eStore. Prices vary.

*\*\*\*Please note: used copies of this **text will not** have a Connect code as the previous student would have redeemed it. If you purchase a used copy, you will still have to purchase the on-line connect access code valued at \$99 (see #2 below).*

**----- OR -----**

2. **Option #2 (least expensive option): Purchase just the Connect access code which has the eBook included. (NO PRINT TEXTBOOK)**

This price is \$99 and can be purchased directly during the Connect registration process. A representative from McGraw-Hill will be at the first class to walk-thru the registration steps with the class.

There will also be a 2 week free trial of Connect available at the start of the semester if you are waiting on OSAP funding or are not ready to purchase full access to Connect. This 2 week free trial of Connect allows you to access the eBook and complete the assignments, however when the 2 weeks are up, your account is frozen and you cannot login again until you purchase your full Connect license.

## COMPUTERS IN CLASS

Given the nature of the on-line simulation activities that will be taking place primarily during the scheduled class time and tutorials, it is our hope that every student will have a laptop with them during class and tutorials OR access to be able to borrow a laptop during class time. HOWEVER, we do realize that not everyone might have the means to have a laptop to bring to class so please note that the simulation will be completed in a group environment. As such, once groups are established, as long as **at least one member of the group has a laptop with them, the team will be able to complete the required exercises.** It is advisable that 2 or more members of the group have a laptop with them in class but it is not required. A laptop is NOT needed for weeks 1 and 2 of the class. **If you do not have the means to purchase a laptop or the ability to borrow one for the designated classes, please contact [introbusiness1800@gmail.com](mailto:introbusiness1800@gmail.com) as soon as possible at the start of the term so that we can make alternate arrangements.**

## EVALUATION

ELEMENT	WEIGHT %
LearnSmart Assignments	5
Lecture, Tutorial Attendance & Tutorial Presentation	10
Simulation Participation	35
Multiple Assignments	25
Final Exam	25
<b>TOTAL</b>	<b>100</b>

### LearnSmart Assignments (5%)

There are 18 LearnSmart on-line assignments required to be completed during the course. We will assign your grade based on the top 10 highest marks for these assignments. However please note that for every LearnSmart assignment you do not complete, one (1) point will be deducted to a maximum of 10 points. Please note that LearnSmart assignments (as well as readings in the text) must be completed **BEFORE** the class that the topic will be addressed. It is our expectation that you will read/complete the LearnSmart assignment and come to class prepared to discuss materials and how it applies to the topic for the class or the simulation activities.

### Lecture, Tutorial Attendance (5%), and Tutorial Journal Article Presentation (5%)

Attendance at lectures and tutorials is mandatory and you will receive one point for each tutorial attended. There are 10 tutorial sessions. One (1) point will be deducted for each missed tutorial to a maximum of 5 points. See illness policies in course outline. You will also be assigned to do an individual journal article presentation (between 3 to 5 minutes in length) on the business functional area that you are responsible for making decisions for in the Capsim Foundations simulation.

### Simulation Participation (35%)

The on-line Marketplace Live Simulation participation mark includes several components including:

- Executive Briefing Memos x2 (GROUP) – 8% total
- Final Presentation (GROUP) – 6%
- Final Executive Briefing Memo for Simulation (GROUP) – 6%
- Peer Evaluation x2 (INDIVIDUAL) – 8%
- Overall Balanced Scorecard (GROUP) – 7%

### **Multiple Assignments (25%)**

There will be 6 individual assignments throughout the course and each will receive a mark of between 2% to 6%. Each assignment will be described in full on the cuLearn website and adequate warning and discussion will be provided in class, in tutorials and potentially via various electronic means. Always retain a **hard copy** of all work that is submitted.

### **Final Exam (25%)**

The material for the final exam will be inclusive of all material covered during the period of week 1 to 12 inclusive, including the simulation material. The exam will consist of questions drawn from lectures, textbook readings, videos, the simulation, tutorials and discussions in class.

The final exam is scheduled to take place during the final exam period in December 2015. The date of the final exam will be made available through the University Exam Schedule which is posted typically in late October at this site - <http://www2.carleton.ca/ses/exams/exam-schedule/>. You must either be present to write the final exam or you must present a medical or other acceptable documentation to explain your absence. If you miss the final exam due to a verifiable illness, you may apply to the Registrar's Office to be considered for a deferred exam at a later date.

### **LATE POLICY**

There will be zero tolerance for late assignments. Penalties and submission timings are strict and as follows:

<b>Submission Timing</b>	<b>Penalty</b>
0-15 minutes late	We will be lenient and accept the assignment dependent on the method of submission (i.e. through cuLearn, in person or by email)
15 minutes or more	Your assignment will NOT be accepted and you will receive an assignment <b>grade of 0</b> .

### **PASSING THIS COURSE**

In order to pass this course, you must attain a minimum of 50% on every assignment and activity heading in to the final exam (in other words you must have a 37.5/75 combined for LearnSmart assignments, Tutorial Attendance, Simulation and Multiple Assignments) and you must achieve a minimum of 50% on the final exam. Doing **all** the LearnSmart exercises will greatly increase your chance of a successful outcome on the final exam.

### **Failure with No Deferral (FND)**

To reduce instances of miscommunication Carleton University 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) Unsatisfactory in-term performance in this course will lead to a grade of FND in this term if you do not write the scheduled final exam.

### **DETAILED COURSE SCHEDULE**

We will post a detailed course schedule on cuLearn at the start of the course so that you are aware of the readings, assignments and dates/deadlines.

## COMMUNICATION

### **1800 Email Procedure (whether to your instructor or the help desk):**

It is important to use the structure outlined in the template below:

- The subject of the email must begin with **1800**.
- The first line in the body of the email must contain your **name, student number and tutorial section of the course**.
- A **Help Desk** (staffed by TAs) promises 12-hour turnaround on email, 7 days a week. Please use this email as your first contact point UNLESS the issue is sensitive and personal in nature. The Help Desk email is: [introbusiness1800@gmail.com](mailto:introbusiness1800@gmail.com).

### **SPECIAL NOTE:**

- **Your instructor will not reply** to emails which ask for information that was either supplied verbally in class, is in class notes, was provided in tutorials/labs or was posted as a News item on cuLearn. So make sure the information isn't in the public domain.
- **Do not expect** an email reply if you do not use the proper email procedure – we only respond to Carleton email addresses. We do not respond to other emails like gmail, hotmail, rogers etc.

## OTHER IMPORTANT INFORMATION

### **Course Sharing Websites**

Student or professor 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. A calculator is **not** required for BUSI 1800.

### **Grades**

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/academicregulationsof the university/>

### **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 15 exam period is November 6, 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/>.

### **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.

### **Assistance for Students**

- Student Academic Success Centre (SASC): [www.carleton.ca/sasc](http://www.carleton.ca/sasc)
- Writing Tutorial Services: [www.carleton.ca/wts](http://www.carleton.ca/wts)
- 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.
- 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/>

### **Sprott Student Services**

The Sprott student services offices, 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/support-services/>

Be in the know with what’s happening at Sprott: Follow@SprottStudents and find us on the Facebook SprottStudents Sprott.



**Important Dates and Deadlines – Fall 2015**  
Graduate, Undergraduate and Special Students

Sessions:

\* Fall term: September 2, 2015 – December 7, 2015

\* Winter term: January 6, 2016 – April 8, 2016

\* Fall/winter: September 2, 2015 – April 8, 2016

May 25 The registration timetable planning tool is available for the 2015-2016 academic year. The Student Registration Assistance service becomes available to all students.

June 4 Carleton Central opens at 8:30 a.m. for registration for new first year undergraduate students (see Timeticket schedule for your registration start time).

June 22 Carleton Central opens at 8:30 a.m. for registration for returning students (see Timeticket schedule).

August 7 Carleton Central opens at 8:30 a.m. for registration for Special Students (see Timeticket schedule).

August 25 Payment deadline date for your entire student account. Click here for important payment information. Late charges may be applied to the student account any time after this date.

August 29-30 Residence move in weekend. Students will be advised in July of their assigned move in date.

August 31 Orientation for Teaching Assistants. September 1 Last day for receipt of applications from potential fall (November) graduates. Academic orientation. All students are expected to be on campus. Class and laboratory preparations, departmental introductions for students and other academic preparation activities will be held.

September 2 Fall term begins. Fall and fall/winter classes begin.

September 4 Classes follow a Monday schedule.

September 7 Statutory holiday. University closed.

September 18 Last day of registration for fall term and fall/winter courses. Last day to change courses or sections (including auditing) for fall/winter and fall 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 Fall 2015 and must register for the Fall 2015 term.

September 25-27 Summer deferred final examinations held.

September 30 Last day to withdraw from fall term and fall/winter courses with a full fee adjustment. Withdrawals after this date will create no financial change to Fall term fees (financial withdrawal).

October 9 December examination schedule (fall term final and fall/winter mid-terms) available online.

October 12 Statutory holiday. University closed.

October 15 Last day for receipt of applications for admission to an undergraduate degree program for the winter term from applicants whose documents originate from outside Canada or the United States.

October 26-30 Fall break. Classes are suspended.

November 6 Last day to submit Formal Examination Accommodation Forms to the Paul Menton Centre for Students with Disabilities for December examinations.

November 15 Last day for receipt of applications for admission to an undergraduate degree program for the winter term.

November 24, 2015 Last day for tests 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 this Calendar).

November 25 Final Payment Deadline. [Click here](#) for important payment information. Late charges may be applied to the student account any time after this date.

December 1 Last day for receipt of applications from potential winter (February) graduates. Last day to upload your Master's or PhD thesis for your thesis defence in order to graduate this winter.

December 7 Fall term ends. Last day of fall-term classes. Last day for academic withdrawal from fall 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 term courses. Last day for receipt of applications for undergraduate degree program transfers for winter term. Last day to pay any remaining fall tuition fees to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents.

December 8 No classes or examinations take place.

December 9 – 21 Final examinations in fall term courses and mid-term examinations in fall/winter courses may be held. Examinations are normally held all seven days of the week.

December 15, 2015 Fall Co-op Work Term Reports due.

December 22, 2015 All take home examinations are due.

December 25 to January 3 University closed