



## Introduction to Canadian Business Sept 2016 Semester: COMM 100

**INSTRUCTOR:** Julius Bankole

**E-MAIL:** [julius.bankole@unbc.ca](mailto:julius.bankole@unbc.ca)

**OFFICE HOURS:** Tuesdays: 1:00-2:00pm or by email appointment

All other communications in this course **should be** via UNBC email.

**CLASS TIME:** Mondays 6:00 – 8:50pm

**CLASS LOCATION:** Agora 7-152

**Telephone:** 250 960 6685

**OFFICE LOCATION:** Office 10- 4562

Information regarding the School of Business at UNBC can be found at: <http://www.unbc.ca/commerce>

### COURSE DESCRIPTION

This course provides an overview of the Canadian business environment, the forms of organization, the roles of information systems in modern business, and the functional areas of business.

This course will be lecture-style, interactive format and video clips. Lecture notes and other necessary announcements will be made available on the blackboard. Students will have e-mail and Blackboard access to the instructor for assistance. Different components of course evaluation will include online quizzes, a group term paper, two midterms and final exams. Midterms and final exam will be conducted in the class.

### COURSE OBJECTIVES

The purpose of this course is to provide a broad understanding of business in an increasingly complex and global business environment. Specifically, the objectives of the course are to:

- Provide an integrative perspective on how ‘the pieces of the puzzle fit together’ in today’s fast paced and ever-changing business environment. We also look at information systems and technology and how they are applied to the business environment of today and in the future.
- Increase your understanding of the global economic environment in which business operates, and of the challenges and opportunities this presents.
- Provide an overview of the functional areas of business, namely marketing, operations management, accounting, finance and human resources management.
- Introduce the management process, including planning, designing organizational structures, leading and motivating employees, and creating information systems.
- Provide a clear understanding of both the academic and behavioural standards expected of students in Business courses at UNBC. As we are a professional school offering a professional education, these standards and expectations are consistent with those of employers.
- Develop your skills in oral and written communication.

### REQUIRED TEXT

Althouse, N., Allan, L., and Hartt, C. (2017). *The Future of Business (Fifth Canadian Edition)*. Toronto: Thomson Nelson.

**Course Material:** Lecture notes, class assignments & marks will be posted on the Blackboard.

### COURSE ASSIGNMENTS AND GRADE WEIGHTING

Learning in this course results from both the delivery and discussion of lecture-based materials, as well as experiential learning activities where students analyze cases and issues concerning business. There is a blend of both individual and team work. For work done in groups or pairs, evaluation will be made where all team members share the same grade. If problems arise in team activities, it is the responsibility of the students involved to inform the instructor sufficiently ahead of time prior to the due date of the team’s course deliverable. Your final grade will be calculated as follows:

Assignment	Due Date	Grade Weight
Class participation and attendance	Weekly	5%
Online Quizzes (5)	See the course schedule	20%
Midterm Exam	Oct 17	20%
Term Paper (Online submission)	Nov 21	15%
Final Exam	TBA	40%
<b>Total</b>		100%

#### ASSIGNMENT/TERM PAPER DESCRIPTION

**Group Term Paper:** Students in a group of two or three will select a topic from a list of topics to be posted on the blackboard in week 2 (**Sept 19, 2016**). Send your group or individual preferred two topics in order of preference for instructor's approval. The topics will be approved on first come first serve basis. You will work with your group members to develop the topic and submit a final paper. You can also work as individual in case your schedule could not fit with others but the number of page requirements will be the same for both individual and group submission.

You are expected to submit an approximate of six to eight (8) pages (double-spaced, 12-point font, 1" margin). This does not include cover page and reference pages.

**OR**

**Business Plan:** Visit Sample Business Plans at [www.bplans.com](http://www.bplans.com) to review sample plans for all types of business. Select an idea for a company that interest your group, and using information from this site, prepare a comprehensive business plan. Minimum of 8 pages - double spaced, 12-point font, 1" margin. A table of content is required.

Because, this is a first-year course, you are not constrained to a particular referencing style. You are allowed to use any reference style that you are comfortable with. You may also consult Academic Success Center on how to use any particular reference style for this assignment.

#### PAPER FORMAT

- Adherence to all academic standards and forms is expected. Of particular note are the use of the third person in all assignments; the proper citation of sources; inclusion of bibliographies; and the use of proper spelling and grammar.
- All submissions are to use 12-point font, double-spaced.
- Page numbers are required – their use greatly assists in quickly determining missing pages.

#### QUIZZES, MIDTERMS AND FINAL EXAM

**Online Quizzes:** Students will complete five online quizzes. Each quiz will be available starting at 8:30 am on Thursday of the week listed, and close at 11.59 pm on Friday of the same week. Online quizzes comprise multiple choice and short answer questions. The goal is to determine student understanding of the concepts and ideas discussed in class and described in the course textbook. Each quiz will cover specific chapters listed in the schedule.

Midterm and final exams will be made up of essay questions **only**. Essay questions can be answered in essay format or point-format to highlight the major ideas of discussion. Mid-term Exam will cover chapters outlined in the schedule below while the final exam will be non-cumulative. The final exam will be cumulative as it will cover all chapters discussed in the class. However, much focus will be placed on newer chapters that were yet to be tested during previous exams.

#### MISSING A MIDTERM OR EXAM

Advance notice must be given when a student is unable to appear for an examination. Only duly authenticated bereavement, illness and legitimate reasons are admissible justifications for absence from a scheduled examination (eg. Writing an LSAT or CGA exam and there is a time conflict).

**Do not schedule travel during the midterm or exam period that may conflict with your final exam!**

**TENTATIVE COURSE SCHEDULE:**

<b>Date</b>	<b>Topic</b>	<b>Readings</b>
Sept 12	Introduction to the Course & resources for COMM 100 <b>Practice Quiz (Optional and do not count)</b> Impacts of Governments and Politics	Chapter 1
Sept 19	Economic Systems and Competition  Ethics & Corporate Social Responsibility	Chapter 2  Chapter 3
Sept 26	Using Technology to Manage Information <b>Quiz #1 (covers chapters 1-4)</b> International: The Global Marketplace	Chapter 4  Chapter 5
Oct 3	Entrepreneurship and Small Business Understanding the Business: Analysis Forms of Business Ownership <b>Quiz #2 (covers chapters 5-7)</b>	Chapter 6 Chapter 7 Chapter 8
Oct 10	Thanksgivings Day (University Closed)	
Oct 17	<b>Midterm Exam (Covers chapters 1-8)</b>	
Oct 24	Management and Leadership <b>Quiz #3 (covers chapters 9 &amp; 11)</b> Motivating Employees	Chapter 9  Chapter 11
Oct 31	Managing Human Resources and Labour relations  <b>Individual/Group Work on Term paper</b>	Chapter 12
Nov 7	Understanding the Customer's Focus <b>Quiz #4 (covers chapters 12-14)</b> Creating Marketing Strategies	Chapter 13  Chapter 14
Nov 14	Creating Marketing Strategies cont'd  World Class Operation Management	  Chapter 15
Nov 21	Financial Information and Accounting <b>Term paper due</b> Understanding Money & the Canadian Financial System	Chapter 16  Chapter 17
Nov 28	Financing: Maximizing the Value <b>Quiz #5 (covers chapters 15-17)</b> Final Exam Reviews: Consulting and Individual Revisions	Chapter 18
Dec 6-16	<b>Final Exams at UNBC Exam center (TBA)</b>	

**Instructions for Online Quizzes Comm.100 Fall 2016**

1. The purposes of the 5 quizzes (20% of total course value) are to ensure that you have a base knowledge of subject matter and content. They are open book and it is expected that you read course materials (textbook, lecture notes and recordings) before attempting quizzes.
2. There is a short practice quiz open in the first week of the semester. It is recommended that you do the practice quiz to ensure any technical questions and issues are resolved prior to commencing the graded quizzes.
3. Please ensure that you are able to access and use Blackboard by Sept 15<sup>th</sup>. If you are having difficulty email myself ([bankole@unbc.ca](mailto:bankole@unbc.ca)) or Grant Potter ([gpotter@unbc.ca](mailto:gpotter@unbc.ca)) for technical issues
4. Quizzes are for covered Chapters. The intent of the quizzes is to ensure that you have read and understood the material taught in the class.
5. Before you start a quiz; ensure that you have sufficient time to complete. Quizzes can only be opened once and cannot be re-accessed by the students a 2<sup>nd</sup> time. The time starts running as soon as you open the quiz.
6. Quizzes are to be done on an individual basis. The system tracks all access by students.
7. If you lose your internet connection or have other technical difficulty you must send an email immediately so that arrangements can be to re-open the quiz.
8. Requests to re-open the quiz for technical reason will not be done if timelines for the quiz has expired. It is recommended that you do not wait until the last hour before completing the quiz.

## Plagiarism and Academic Misconduct

It is the student's responsibility to be aware of UNBC's Academic regulations, policies and procedures as described in the University calendar.

A definition of academic misconduct includes: Cheating (using unauthorized material, information, or study aids in academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation and any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement, assisting others in any act, submission of the same work for grades in two courses without permission of the instructor or attempts to engage in such acts.

The regulations on plagiarism apply to all material submitted for a grade: essays, exams, assignments, cases, presentations, quizzes, and practice sets. Any case of suspected academic misconduct will be reported to the campus registrar. If the student is found guilty of academic misconduct, there are both grade penalties and disciplinary penalties. Before there is any intention (on your part) or suspicion (on the part of your instructor or your peers) of wrongdoing, please see the instructor to discuss any problems of this nature. If your paper closely resembles a paper from this class or any other class (either written by you or another student, in this semester or any other), this will be considered an infraction of the academic misconduct code.

## Respect

Please respect to your fellow students who express their thoughts and explore new ideas in class.

## Ethical Standards

The following behaviors are considered unethical:

- Telling the instructor that you "need" a certain grade
- Asking for extra assignments for the purpose of raising a grade
- Asking that the grade be raised because it is very close to the next higher grade
- Asking that the grade be raised because you did very well on one part of the course
- Asking for a higher grade because you don't like the grading scheme
- Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or printer problems or any other reason
- Asking to be treated better than other students by making an exception to the rules
- Asking for any other unfair advantage in grading.

## Access Resource Centre

If there are students in this course who, because of a disability, may have a need for special academic accommodations, please feel free to meet with the instructor to review your specific needs or contact the Access Resources Centre located in the Teaching and Learning Centre, Main Floor West Block Room 10-1048 Tel: 250-960-5682 or via email [arc@unbc.ca](mailto:arc@unbc.ca). For more information, please visit their website [www.unbc.ca/arc](http://www.unbc.ca/arc).

## Academic Advising

For academic advising please contact the Recruitment and Advising Centre Room 7-714, by email: [advising@unbc.ca](mailto:advising@unbc.ca) or via phone at 250-960-6494.

## Academic Success Centre

For tutoring online or in person; download handouts on writing and referencing; receive study assistance; and much more, please see the Academic Success Centre. Their website is [www.unbc.ca/asc](http://www.unbc.ca/asc). The Academic Success Centre is committed to supporting and enhancing student learning and to providing the skills students will need to become life-long learners. Through collaborative partnerships, we offer services and resources that empower students to take responsibility for their own learning. Our students' success is our ultimate measure of accomplishment.