

I. COURSE DESCRIPTION: This course enables the student to acquire the knowledge required to understand the concepts utilized in the contemporary business environment. Students will be able to identify the business concepts required to successfully manage a business entity in the Canadian and global market.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Describe the business trends which cultivate a business in a diverse global environment.

Elements of the performance:

- Explain how to manage business within the dynamic business environment.
- Describe how economic issues affect business.
- Predict how competition behaves in a global environment

This learning outcome will constitute 22% of the course.

2. Compare and contrast various legal forms of business ownership and describe ethics in relation to small business.

Elements of the performance:

- Explain how the role of government affects business.
- Create and interpret a code ethics for various businesses.
- Design a social responsibility program for a small business.
- Compare and contrast legal forms of business ownership.
- Describe entrepreneurship and its relationship to small business.

This learning outcome will constitute 22% of the course.

3. Explain the role and traits of a successful leader, outline various organizational structures, and develop production strategies to satisfy customers locally and globally.

Elements of the performance:

- Describe management roles vs. leadership roles.
- Consider the impact of organizational structures on business.
- Identify organizational structures and explain the relationship between the various departments or functions within an organization.
- Apply knowledge of functional areas to small and large business environments.
- Consider the impact of individual functional areas on other areas of the organization and their impact on how individuals and departments function.
- Support information sharing among the functional areas of an organization.
- Participate effectively in multi-functional teams.
- Take into account the role of quality control and quality assurance procedures, systems and standards in satisfying customer needs.

- Consider the role of production design in employee satisfaction and productivity.

This learning outcome will constitute 22% of the course.

4. Apply knowledge of the human resources function to the operation of an organization.

Elements of the performance:

- Research, describe, and analyse various motivational techniques.
- Recognize the role of the human resources function in the strategic business plan of an organization.
- Identify the changing role of human resources in policy formulation and future planning.
- Describe principles of human resources related to recruitment, selection, hiring, dismissal, compensation packages and benefits.
- Understand employee-management issues and relations.

This learning outcome will constitute 22% of the course.

5. Describe the importance of the financial services industry and the impact of money in Canada.

Elements of the performance:

- Explain what money is and how its value is determined
- Discuss the role that banks play in providing services.
- Discuss the nature and impact of insurance
- List five key criteria when selecting investment options
- Explain the opportunities in mutual funds as investments and the benefits of diversifying investments.

This learning outcome will constitute 11% of the course.

III TOPICS

1. Business Trends: Cultivating a Business in Diverse Global Environments.
2. Business Ownership and Small Business.
3. Leadership, Organization, and Production to Satisfy Customers.
4. Managing of Human Resources
5. The Financial Services Industry in Canada

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Nickels, McHugh, McHugh, Cossa, Understanding Canadian Business 6th **Canadian Edition**, McGraw-Hill Ryerson
ISBN 0-07-096331-2

On-line resources provide students with a study guide and reference materials to support course material. Students are advised to make good use of the companion website. The Professor may from time to time request that students complete and submit an assignment using on-line resources.

Library Resources: Globe and Mail Report on Business, Financial Post, Toronto Star Report on Business, Canadian Business and others.

V. EVALUATION PROCESS/GRADING SYSTEM

TESTS: The total weighting of the four tests will represent 100% of the final term grade. The tests will be administered during the term as follows:

<u>Assignments/Test #1:</u>	Reference Chapters 1, 2, 3	(worth 25%)
<u>Assignments/Test #2:</u>	Reference Chapters 4, 5, 6	(worth 25%)
<u>Assignments/Test #3:</u>	Reference Chapters 7, 8, 9	(worth 25%)
<u>Assignments/Test #4:</u>	Reference Chapters 10, 18	(worth 25%)

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	Grade Point Equivalent
A+	90 - 100%	4.00
A	80 - 89%	4.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 - 59%	1.00
F (Fail)	49% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field/clinical placement or non-graded subject areas.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty	

Missed Tests

Students are expected to be present to write all tests with the class. If a student is unable to write a test because of illness or a legitimate emergency, that student must contact the professor prior to the class and provide an explanation, which is acceptable to the professor. Should the student fail to contact the professor, the student shall receive a **grade of zero** on the test.

Once the test has commenced, the student is considered absent and will not be given the privilege of writing the test until the end of the semester. The late student must see the professor at the end of the class time and provide a suitable explanation to the professor in order to qualify to write at the end of the semester.

Any student who has missed a test and meets the following criteria may write the missed test on Thursday, December 18th from 3:30-5:30 in E2130 .

In order to qualify to write the missed test, the student shall have:

- a) attended at least 80% of the classes.
- b) provided the professor an acceptable explanation for his/her absence.
- c) been granted permission by the professor.

NOTE: The missed test will be a new test.

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the Special Needs Office, Room E1204 or call Extension. 2703 so that support services may be arranged for you.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students are directed to the definition of "academic dishonesty" in Student Rights and Responsibilities. Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including

expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course Outline Amendments:

The Professor reserves the right to change the information contained in the course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

Attendance:

Regular attendance is expected to ensure course information is communicated to all students. In-class observation of student work and guidance by the professor aids student success. Lectures will not be repeated in subsequent classes.

Return of Students' Work:

Tests, quizzes, assignments, etc. will be returned to students during one of the normal class times. Any student not present at that time must pick up his/her test, etc. at the professor's office within three weeks of that class. Tests, etc. not picked up within the three weeks will be discarded. End of semester tests, etc. will be held for three weeks following the end of the semester. If they have not been picked up within that three-week period, they will be discarded.

Students are required to retain their tests, quizzes, assignments, etc. in the event that there is a disagreement with the mark received and the mark recorded by the professor. If the student is not able to present the instrument in question, the professor's recorded mark will stand.

Questions &/or Concerns:

Students are urged to ask questions and to participate in and contribute to the class discussion. Students are also encouraged to read newspapers, magazines, etc. and to tune in to radio and television newscasts for economic and business news. This will make the subject more understandable, interesting, and practical. It will provide students the opportunity to better apply the theory and to enhance his/her opportunity for success in this course.

Classroom Decorum:

Students will respect the diversity and the dignity of those in the classroom. Student will respect the professor's right and duty to teach and students' right to learn without interference. Students who cause any interference with the objectives of the class will be asked to leave the classroom and will not be permitted to return until he/she commits in writing, typed, (a formal letter) that he/she will conduct themselves appropriately in the classroom. This letter will be addressed to the professor.

If a student is asked to leave the classroom a second time, he/she must make an appointment with the Dean for a disposition. At that time, a copy of the above letter will be given to the dean.

In the event that a student is asked to leave the classroom a third time, he/she will not be permitted back to the classroom for the rest of the semester. The Dean will also decide if any other action needs to be taken.

Students attending this class do so to study Introduction to Business. Therefore, no other activity will be permitted. Students who wish to engage in other activities will be asked to leave the classroom, as described above.

Other inappropriate behaviour includes, but not limited to, sleeping in class, or appearing to be sleeping in class, putting feet (foot) on the furniture, writing on the furniture, talking or otherwise communicating privately with other students, having a cell phone ring or talking on during class, etc.

Consistently late students will be asked to leave the class.

It is the professor's intention to maintain proper classroom decorum at all times in order to provide the best possible learning and teaching environment.

Only those students who are properly registered for this course or those invited by the professor are permitted to be in the classroom.

VII. PRIOR LEARNING ASSESSMENTS:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.