

BUSINESS 111

UNDERSTANDING THE BUSINESS ENVIRONMENT

COURSE OUTLINE

Spring 2015

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Email:	bvandam@wlu.ca	
Course website:	www.laurierbiz.com	
Pearson website:	www.laurierbiz.com/pearson	
Office Hours :	Tuesdays 5pm-6pm Or by appointment	
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Course Objectives:

Business 111 is designed to provide the introductory business student with the following:

1. A basic overview to the external business environment and how it affects managerial decision making. The concepts advanced in the course will provide a foundation that will be further developed in Business 121 and senior business courses.
2. The development of business communication and teamwork skills.
3. Instruction and practice in using research resources and properly citing them.
4. A basic business vocabulary.
5. Through active participation in labs, students may develop many interpersonal and managerial skills required for success in the workplace.
6. A clear understanding of the academic, behavioural, and ethical standards expected of students studying business at Wilfrid Laurier University. These standards will prepare students for similar expectations that will be encountered in the workplace.

Required Materials:

Business 111 Lab Manual, Twenty-Ninth Edition: Captus Press, 2014.

Introduction to Understanding and Assessing the Business Environment. 3rd Custom Edition for Wilfrid Laurier University: Pearson Publishing, Toronto, 2014 (book is packaged with an access code which you will use to register and use Pearson online resources/assignments).

(**Repeating students** please note: if you own a copy of the previous version of the text from the Fall or Winter semester you will need to reach out to your Instructor for a new access code.)

Methodology:

In Business 111 three approaches to learning are used:

Readings and Pearson online resources – Your text(s) will provide you with an overview of the topics covered in the course lectures. Notes on content not addressed in class are **not** required unless you are specifically informed otherwise. The Pearson website has many quizzes designed to help you review course material and prepare for exams.

Lectures - slides of the lectures will be available prior to each lecture. These will assist you in identifying the important aspects of the lecture, and taking organized and complete lecture notes. The lecturer will assume that students have obtained a copy of and reviewed these slides prior to each lecture. Because the slide contents are neither complete nor thorough, failure to attend lectures and take detailed lecture notes will result in diminished performance on examinations. Exams will be based primarily on lecture materials.

Weekly Labs: Each student is required to register in a weekly lab where smaller groups of students (30) meet with a senior business student, acting as the Teaching Assistant or lab leader. Labs provide students with the opportunity to apply and enhance their knowledge, develop many of the skill sets required of practising managers and obtain extra help with material covered in lectures. They will also provide an opportunity to earn grades as explained next.

Your participation grade out of 10 marks is earned in your weekly lab. This grade will be based on your level of preparation and quality of participation in labs. A participation rubric is included on page (x) in your lab manual and your TA will also discuss participation expectations. You can only earn participation marks in your registered lab.

Because so much learning and application takes place in the lab, **attendance at labs is COMPULSORY!** Absences are dealt with as follows:

1. You are allowed **one** unvalidated absence from labs, and you are allowed to make up **one** lab.
 - a) An unvalidated absence means you: a) cannot provide documentation proving that the absence was unavoidable, i.e. a doctor's note, and b) you did not attend a "make up lab" during the same week. **You will receive a mark of zero (0) on all lab assignments if you have more than one unvalidated absence from labs. Lab assignments are worth 55 marks in the course.**
 - b) You may "make up" one missed lab per term so that it does not count as an unvalidated absence. You must attend a different lab during that academic week (see course website for a lab schedule list). To prove that you made up a lab you must print a copy of the Lab Make Up Form (posted on course website) and take it with you to the substitute lab. The TA of that lab will sign and forward it to your TA.
2. If you are absent due to a serious and unavoidable reason, i.e. serious illness or medical emergency, e-mail your TA to notify him/her of the absence as soon as possible and bring objective documentation, i.e. doctor's note, validating your absence from the lab. It is best to make up missed labs whenever possible.
3. Participation marks will be lost for each lab that is missed, regardless of whether the absence is unvalidated or if the lab was made up.

Labs begin on Tuesday, May 12, 2015. Registration will be done online at www.laurierbiz.com. More information will be provided in the first lecture.

NOTE: *Students with disabilities or special needs are advised to contact Laurier's Accessible Learning Centre for information regarding its services and resources. Students are encouraged to review the University Undergraduate Calendar for information regarding all services available on campus. If you are unsure what resources are appropriate for you or require any assistance with any type of academic issues, contact the Central Academic Advising Office at <http://www.wlu.ca/academicadvising>.*



Foot Patrol walk home service | 519.886.FOOT (3668)

Foot Patrol is a volunteer operated walk-home service, available daily during evening hours. Male-female, radio-dispatched teams trained in Emergency First Aid are available on request to escort students to and from campus as well as to off-campus destinations, either by foot or by van.



Counselling Services & Peer Help Line | 1-866-281-PEER (7337)

Counselling Services are available to help students deal with emotional, psychological and social challenges of university. Counselling, consultation or referral are available on the 2nd floor of the Student Services Building (across from Health Services), Monday-Thursday 8:30am-8:00pm, Friday 8:30am-4:30pm. Peer Help Line, a confidential listening, referral, information and support line, is available during evening hours to provide support.



Student Food Bank

All Laurier students are eligible to use the Student Food Bank. Anonymous requests can be made online at WLU.SU.COM under the Services tab. All dietary restrictions are accommodated, and food hampers typically last up to a week.

For more information visit WLU.SU.com

Student Evaluation:

Your mark will consist of the evaluation mechanisms described below. It is your responsibility to ensure that work is of good quality with appropriately referenced sources, and is submitted on time. **Work submitted late will receive a grade of zero.**

Lab Assignments:

4 marks – Research Diagnostics

Due Friday, May 22nd BEFORE 12 noon

15 marks – Live case

- 10 marks - Individual Case Hand-In
Due BEFORE 4:00PM on Tuesday, June 16th
- 5 marks – Group Case Presentation*
Due BEFORE 4:00PM on Tuesday, June 23rd

26 marks - New Venture Project

- *4 marks – Preliminary Report**
Due BEFORE 4:00PM on Tuesday, May 26th
- *12 marks – Final Report**
Due BEFORE 4:00PM on Tuesday, July 7th
- *10 marks –Group presentation* (6 marks) Individual presentation (4 marks)*
Presentations made in Labs #10 or #11

10 marks – Participation – 5 marks preparedness, 5 marks contribution (see Lab Manual for guidelines)

Midterm Exam:** 20 Marks: Saturday, June 6th, 10:00 a.m. to 12:30 p.m.

Final Exam:** 25 Marks: Date determined by Examinations Office

Total 100* Marks**

* **Group assignments also require peer evaluations. See Course Schedule for due dates.**

** **Both the midterm and the final exams are CONTROLLED ACCESS exams.** Anyone who is found to be/have been in possession of a copy of the exam either before or after the exam, will receive a mark of 0 on the exam, and possibly an F in the course. Students must pass at least one exam to receive a passing grade in the course.

Important Notes Regarding Procedures and Expectations:

1. In order to achieve a passing grade the student must demonstrate that he/she can describe and apply concepts and theories without the assistance of peers or instructors. To demonstrate this ability, the student must pass **either** the midterm **or** the final exam. Failing both exams will result in an automatic failure in the course.
2. The university and the instructors of this course have strict policies regarding academic misconduct. University expectations are outlined in the university calendar. The course Codes of Conduct are on the front pages of the Lab Manual.
3. All work submitted for marking must be submitted both electronically to www.turnitin.com and in hard copy to the TA office, by the due date AND TIME. **Any student whose work is not submitted on time will receive a late penalty on the assignment. Any work that is found to have been plagiarised will receive mark penalties on the assignment, and potentially an F in the course, as well as having the incident noted on his/her record at the University.**
4. Group work is an important component of your education and business skill development. It is the responsibility of the student to actively seek meaningful participation in group activities and tasks. **Any student not demonstrating commitment to contribute equally in a group exercise may be “fired” from his/her group** by the other members, according to the procedure outlined in the lab manual, and will then receive a 0 on the group exercise.
5. There is no deferred midterm for BU 111. In the case of illness or unforeseeable and unavoidable conflicts, you must provide documentation to be approved by your Instructor. Students should discuss midterm conflicts with the Instructor as soon as they are aware of them. In the case of illness, this documentation must be on the **Verification of Illness** form supplied on the course website – no other documentation will be accepted. This documentation must be obtained on the day before or the day of the illness, and should indicate that the doctor confirms that you were too ill to write the exam. **Those students not writing the regular midterm exam will be required to write a final exam worth 45 percent of their overall mark which may be cumulative** in terms of course content.
6. **Final exam deferrals** are arranged through the SBE petitions committee. This committee does not look favourably on petitions for final exam deferrals due to travel commitments – do not book any travel plans until you see the final exam timetable!

Student Privacy:

During the course, it may be necessary to divulge students' names, ID numbers, or other personal information to other members of the class. Every reasonable effort will be made to keep the personal information of the student private and secure. The following measures have

been put in place to balance the requirements of the course with the need to protect personal information:

1. Exams and assignments will only be released to the student who submitted them. If a student is uncomfortable with their name being called in class, he or she should contact the instructor and TA the day before the assignment is to be returned.
2. Marks will only be released through our online marks website. They will only be discussed in person with the student, after valid identification has been provided.
3. The individual circumstances or performance of a student will not be discussed before, during or after class. A student wishing to review their performance or discuss personal circumstances affecting their performance should make an appointment to speak to the instructor privately in her office. Because the TA office is a shared workspace, if the student wishes to have a private discussion with a TA, arrangements must be made with the TA in advance.
4. Group work is a necessary component of this course. This will involve disclosure of some personal information to other class members in order to assign topics, arrange groups, submit, evaluate and return work. Enrolment in the course is deemed to be consent to such necessary disclosure.
5. Class participation is a vital component of this course. This may involve the use of class lists, name tags, etc. If a student is uncomfortable with his or her name being disclosed in these formats, he or she should bring this matter to the attention of the instructor during the first week of class so that alternate arrangements can be made.
6. The professor will only respond to student email sent from the student's WLU or UW account. Students should not contact the instructor from any other email (i.e. hotmail).
7. Peer evaluations will be used in this course. These evaluations will be held in confidence and will only be disclosed to the student whose mark is affected. Such disclosure will be in an aggregate form. Individual peer evaluations will not be disclosed. If this is unacceptable to the student, prior alternate arrangements must be made with the instructor.
8. The record of the student's progress throughout the course will be maintained by the instructor for a period of one year after completion of the course.
9. Sign in sheets will be used to record attendance at the midterm. If a student does not wish to sign the sheet, he or she should bring this fact to the attention of the proctor before the start of the exam.

If a student is concerned or needs to make special arrangements to accommodate specific privacy issues, he or she must bring these matters to the attention of the instructor within the first week of classes so that reasonable accommodations can be made or an alternate course can be selected by the student.

Weekly Schedule:

The lecture topics, related and expected readings and lab assignments for each week are described below. You are expected to have the indicated readings and/or lab assignments prepared or at least attempted PRIOR to attending lectures and labs. All materials needed to prepare for labs each week, i.e. readings, cases, exercises, are in the lab manual unless otherwise indicated.

Week 1 – May 4th – 10th

Lecture Topics:

- Course Introduction
- Course Model, Environmental analysis models

Reference:

- Lab Manual: Codes of Conduct
- Textbook: Chapters 1 and 2

Required tasks:

- Register for labs beginning on **Wednesday, May 6th** – begin attending May 12th
 - Go to www.laurierbiz.com to register for a lab
- After registering for a lab, register on Pearson websites
 - Go to www.laurierbiz.com/pearson
 - Detailed registration instructions provided on the course website
- Complete your Student Survey & Academic Integrity Form before Lab #1 (due **Sunday, May 10th** at 4PM) – visit www.laurierbiz.com/forms to complete this.
- Create a turnitin.com account
- Ensure your Novell username and password are working. Try accessing the internet on campus using a desktop at a computer lab or a laptop if you have one using 'laurierwifi' or 'laurierwireless'.
 UW Students: Please see the instructions titled 'Novell Instructions for UW students to access Laurier Wifi' on our course website under "Course Outlines and Important Course Documents".
 If you have any difficulties, email support@mylaurier.ca or call 519 884 0710 X 2222.
- Begin completing Research Diagnostics assignment

Week 2 – May 11th – 17th

Lecture Topics:

- Environmental analysis models
- Understanding entrepreneurship
- New Venture Project Introduction

Reference:

- Textbook: Chapters 1 and 2

Prepare for Lab #1:

- Read: What is a Case? An Introduction to the Case Method
"Joe's Java" case
- Review: Case Analysis & Write-Up: Summary Checklist
Case Hand-In Content Expectations
Case Hand-In Style Expectations
Case Content Worksheet
- Prepare: Answer case preparation questions posted on course website

Week 3 – May 18th – 24th

Lecture Topics:

- Understanding entrepreneurship

Reference:

- Textbook: Chapter 3

Prepare for Lab #2:

- Read: Finding and Using Data
Team Work in the Classroom and in the Workplace
Approach to Team Work in BU111
Handling Individual and Group Problems
How to Run Effective and Efficient Team Meetings
- Review: Team Charter (to be completed after the lab)
Team Requirements & Disciplinary Procedure
Team Contribution Plan (to be completed later in the course)
Peer Evaluation Rubric
- Prepare: Become familiar with library databases, conduct research.
Using research, prepare a slide recommending a course of action for Joe's Java.
Submit presentation (using PowerPoint only) and script to turnitin. See p. 40 in lab manual for instructions and requirements.

Research Diagnostics Assignment due BEFORE 12 noon on Friday, May 22nd.
Details and instructions on course website.

Week 4 – May 25th - 31st

Lecture Topics:

- Technological Factors

Reference:

- Lab Manual: Technology Readings

Prepare for Lab #3:

- Read: The Informal Report Format
“Studio Celtia” case
- Review: Introduction to Using Sources
How to Use Sources & Avoid Plagiarism (APA)
General Guidelines for Formatting References
APA Documentation Style
APA In-text Citation Format
Case Hand-in Content Expectations
Case Hand-In Style Expectations

Prepare: Team Charter signed by all members
APA Review Exercise
Analyze and prepare informal report write-up of “Studio Celtia” case by filling in the Informal Report Structure form in lab manual

New Venture Preliminary Report due in hardcopy to P1002 and turnitin BEFORE 4PM on Tuesday, May 26th.

Peer Evaluations due BEFORE 11:59 p.m. on Tuesday, May 26th.

Week 5 – June 1st – 7th

Lecture Topics:

- Technological Factors

Reference:

- Textbook: Chapter 2
- Lab Manual: Technology Readings

Prepare for Lab #4:

- Read: “High Tech Bar Top” case
- Review: Informal Report Structure
Case Content Worksheet
- Prepare: Informal write-up of “High Tech Bar Top” case
Informal Report Practice Exercise – find the errors and correct them

Midterm: Saturday, June 6th from 10:00 a.m. to 12:30 p.m.

Writing locations will be listed on course website.

Week 6 – June 8th – 14th

Lecture Topics:

- Economic factors – Canadian Financial System, investment instruments

References:

- Textbook: Chapter 6
- Lab Manual: Buying and Selling Equities – the Mechanics

Prepare for Lab #5:

- Read: Creating and Delivering a Great Presentation
- Read and complete exercises on Delivering & Receiving Effective Feedback
- Complete module on Feedback in Group Work found on Pearson website in the Learning Path section
- Team Contribution Plan for **hand-in at lab**

Week 7 – June 15th – 21st

Lecture Topics:

- Economic factors – investment instruments, time value of money

Reference:

- Textbook: Chapter 6

Prepare for Lab #6:

- Prepare: Investment Instrument Exercises – Be sure to make your best attempt at providing a solution to the three extra problems that don't have solutions provided. Bring your solutions to lab
- Pearson Investments Quiz due Tuesday June 16th at **4PM**
- You will be reviewing your short-answer quality from your midterm to assist you with improving performance on the final exam.

Valuable resource: Quizzes on Pearson website to practice investment problems

Individual Case due in hardcopy to P1002 and turnitin BEFORE 4PM on Tuesday, June 16th. Details and instructions posted on course website.

Watch your e-mail for case group assignment information. Group case presentations are in labs on Tuesday, June 23rd.

Week 8 – June 22nd – 28th

Lecture Topics:

- Economic factors – time value of money
- Social factors – demographics, ethics, stakeholders, corporate social responsibility

Reference:

- Textbook: Chapter 7
- Lab Manual:
 - Time Value of Money
 - Two Thirds of Everything
 - Boomers and Other Cohorts
 - Canadian Demographics – Government Data

Prepare for Lab #7:

Prepare: Group Case presentations

Group case presentation peer evaluation marks due Friday, June 26th BEFORE 11:59 p.m.

Week 9 – June 29th – July 5th

Lecture Topics:

- Social factors

Reference:

- Textbook: Chapter 7
- Lab Manual:
 - Two Thirds of Everything
 - Boomers and Other Cohorts
 - Canadian Demographics – Government Data

Prepare for Lab #8:

- Prepare: Time Value of Money Problem Set #1
Solutions to extra questions in lab manual that do not have solutions
Pearson Time Value of Money Quiz due Tuesday June 30th at **4PM**

Valuable resource: Extra time value practice questions on the Pearson website

Week 10 – July 6th – 12th

Lecture Topics:

- Social factors

Reference:

- Textbook: Chapter 7
- Lab Manual:
 - Two Thirds of Everything

- Boomers and Other Cohorts
- Canadian Demographics – Government Data

Prepare for Lab #9:

- Prepare: Time Value of Money Problem Set #2

Valuable resource: Extra time value practice questions on the Pearson website

New Venture Final Report due in hard copy to P1002 and turnitin BEFORE 4PM on Tuesday, July 7th. Details and instructions on course website.

Final Report Peer Evaluations due BEFORE 11:59 p.m. on Friday, July 10th.

Week 11 – July 13th – 19th

Lecture Topics:

- Political Factors

Reference:

- Textbook: Chapters 4 and 5

Prepare for Lab #10:

- Prepare: New Venture Project Presentations as assigned

Week 12 – July 20th – 26th

Lecture Topics:

- Keeping up with a changing environment

Prepare for Lab #11:

- Prepare: New Venture Project Presentations as assigned

Presentation Peer Evaluations due BEFORE 11:59 p.m. on Friday, July 24th

Academic Success Tip: Enter all due dates and deadlines into your calendar!

PRISMRESOURCES

Students enrolled full time in the School of Business and Economics are **PRISMRESOURCES** Members. PRISM offers resources to our members, including exclusive access to computer labs in P1029, P2199 and P1023, unlimited training courses and much more. To read about all of the benefits of being a PRISM member, please visit www.prismresources.ca/benefits, or speak with a Customer Service Representative at our Help Desk in P1029.