

BUSINESS 111

INTRODUCTION TO MANAGEMENT AND BUSINESS ORGANIZATION

BBA COURSE OUTLINE

Fall 2013

Professor:	Laura Allan
Section:	C
Office:	Room P3072
Email:	lallan@wlu.ca
Course website:	www.wlu.ca/sbe/bu111
Pearson website:	http://www.pearsoncustom.com/can/wlu_mybuslab/
Twitter handle:	@BU111_WLU
Office Hours :	1-2pm Tuesdays and 4-5pm Wednesdays Or by appointment
Teaching Assistants:	Room P1002 Phone 884-0710, Ext. 2190
Faculty Assistant:	Margaret Dilworth Room SBE 2201, Phone 884-0710, Ext. 2041

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-Eighth Edition: Captus Press, 2013.

Introduction to Understanding and Assessing the Business Environment. 2nd Custom Edition for Wilfrid Laurier University: Pearson Publishing, Toronto, 2012 (book is packaged with an access code which you will use to register and use Pearson online resources/assignments).

Methodology:

In Business 111 three approaches to learning are used:

Readings – Your text(s) will provide you with a broad overview to the topics covered in the course lectures. The text also familiarizes students with the terminology or “language of business”. Notes on this material are **not** required unless you are specifically informed in class. Lab manual readings have been selected to enhance your understanding of the lecture materials or build important skills.

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. 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 50 marks in the course.**
2. You may "make up" a **maximum of two** missed labs per term. This means that you can attend a different lab (see course website for a lab list with information on where and when labs are scheduled). You must submit a Lab Make Up Form (also posted on course website) to your TA in the next lab to validate your absence and provide proof that you have attended a make up lab, failing which you will be marked as absent.
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.

Remember, to earn participation marks and develop strong working relationships with your TA and fellow students, it is strongly recommended that you attend your lab every week.

Labs begin in the second week of classes. Registration will be done online at <http://www.wlu.ca/sbe/bu111>. More information will be provided in the first lecture.

Additional Valuable Course Resources:

Supplemental Instruction (SI) – This course is SI-supported. Each week, your SI Learning Assistant will facilitate learning groups where you and your peers will work together on learning the course content and preparing for tests. **SI does not replace lectures, labs or tutorials; however, it can significantly enhance your ability to engage, learn and prepare in this course.** For more information, visit the website at www.wlu.ca/study.

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

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 WLUSU.COM under the Services tab. All dietary restrictions are accommodated, and food hampers typically last up to a week.

For more information visit WLUSU.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, September 27th BEFORE 12 noon**

26 marks - [New Venture Project](#)

- 4 marks – Preliminary Report*
- **Due BEFORE 12 noon on Friday, October 11th**
- 12 marks – Final Report*
- **Due BEFORE 12 noon on Friday, November 15th**
- 10 marks – Group presentation (6 marks) Individual presentation (4 marks)
- **Presentations made in Labs #10 or #11**

10 marks – [Individual Case Hand-In](#)

- **Due BEFORE 12 noon on Friday, November 1st**

10 marks – Participation (see Lab Manual for guidelines)

Midterm Exam:** 25 Marks: Saturday, October 19th, 4:30 p.m. to 7 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, as well as having the incident noted on his/her permanent academic record. Students must pass at least one exam to receive a passing grade in the course.

*****BONUS MARK OPPORTUNITY:** You can earn up to two bonus marks that will be added to your overall mark. You earn .5 for each of two online [BU111 skills workshops](#): one on time management, and a two-part workshop on note-taking. You also earn .25 marks for each non-exam review S.I. session you attend, for a max of 1 mark. Additional details will be provided on the course website.

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. Students are responsible for ensuring their work complies with these expectations and properly gives credit to the work of others.
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 hard copy is not submitted on time will receive a grade of zero on the assignment. Any work that is found to have been plagiarised will receive a mark of 0 on the assignment, and potentially an F in the course, as well as having the incident noted on his/her permanent academic 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 discussed in lectures and labs. That student will then receive a 0 on the group exercise. **All students must submit peer evaluations for each group project. Failure to do so will result in significant mark penalties.**
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 50 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:

One important goal of this course is to offer a positive educational experience for the student through lectures, in class discussion, group work, presentations and assignments. 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 – September 9th – 13th

Lecture Topics:

- Course Introduction
- Academic Success Strategies
- Course Model, Environmental analysis models

Reference:

- Lab Manual: Codes of Conduct

Required tasks:

- Register for labs beginning on **Tuesday, September 10th** – begin attending lab next week.
 - Go to <https://www.wlu.ca/sbe/bu111/> to register for a lab
- After registering for a lab, register on Pearson websites
 - Go to http://www.pearsoncustom.com/can/wlu_mybuslab/
 - Detailed registration instructions provided on the course website
- 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 X2222.
- Begin completing Research Diagnostics assignment

Bonus marks:

Complete Time Management online study skills module for .5 bonus marks. [BU111 Skills Workshops](#) details on course website.

Week 2 – September 16th – 20th

Lecture Topics:

- Environmental analysis models
- Understanding entrepreneurship
- BDO Dunwoody New Venture Project Launch

Reference:

- Textbook: Chapter 1

Prepare for Lab #1:

- Read: What is a Case? An Introduction to the Case Method
“The Dilemma of a Graduating High School Student” case
- Review: Case Analysis & Write-Up: Summary Checklist
Case Hand-In Content Expectations
Case Hand-In Style Expectations
Case Content Worksheet
- Prepare: Case preparation questions on pgs. 41 & 42 of lab manual
Academic Integrity Form and Student Survey for **hand-in at lab**

Bonus marks:

- Complete first part of Note-taking [online study skills](#) module for bonus marks (must complete part two as well next week to receive .5 bonus marks).
- BEGIN ATTENDING SI SESSIONS DURING WEEK 2 TO LEARN AND ESTABLISH FOUNDATIONAL STUDY HABITS. Receive .25 bonus marks for each non-exam review session you attend to a max of 1 mark.

Week 3 – September 23rd – 27th

Dale Carnegie Team Building Workshop – Mon., Sept. 23rd, 5:30 to 6:20 p.m., N1001, 1-2 members from each New Venture group should attend

Lecture Topics:

- Understanding entrepreneurship

Reference:

- Textbook: Chapter 2

Prepare for Lab #2:

- Read: Team Work in the Classroom and in the Workplace
Approach to Team Work in BU111
Hints for Handling Individual and Group Problems
How to Run Effective and Efficient Team Meetings
Creating and Delivering a Great Presentation
- 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: Team Charter (after Lab #2, with your group) **for hand-in at Lab #3**

CGA Consulting sessions – Go to the course website and register for a session to discuss your NV idea with a CGA consultant on October 3rd, 7, or 8th.

Bonus marks:

Complete second part of Note-taking [online study skills](#) module for bonus marks

Research Diagnostics Assignment due BEFORE 12 noon on Friday, September 27th. Details and instructions on course website.

Week 4 – September 30th - October 4th

Dale Carnegie Presentations Workshop – Mon., Sept. 30th, 5:30 to 6:20 p.m., N1001, 1-2 members from each New Venture group should attend

Lecture Topics:

- Technological Factors

Reference:

- Lab Manual: Technology Readings

Prepare for Lab #3:

- 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
- Prepare: APA Review Exercise
- Bring laptop that can access Laurier Wifi to Lab #3 if you have one
- Ensure you can access Laurier's Wifi and login to library through off-campus login

VISIT [MyHelpSpace](#) to obtain information on services provided by the university to help you succeed. Don't let yourself become overwhelmed and perform poorly – act now!

Week 5 – October 7th – 11th

Lecture Topics:

- Technological Factors

Reference:

- Lab Manual: Technology Readings

Prepare for Lab #4:

- Read: The Informal Report Format
"Studio Celtia" case
- Review: Case Hand-in Content Expectations
Case Hand-In Style Expectations
- Prepare: Informal write-up of "Studio Celtia" case, using Informal Report Structure form

New Venture Preliminary Report due in hardcopy to P1002 BEFORE 12 noon and to Turnitin BEFORE 11:59 p.m. on Friday, October 11th. [Details and instructions on course website.](#)

Peer evaluations due BEFORE 11:59 p.m. on Friday, October 11th.

Week 6 – October 15th – 18th

NO LECTURE MONDAY, OCTOBER 14TH – THANKSGIVING HOLIDAY

Lecture Topics:

- Economic factors – Canadian Financial System, investment instruments

References:

- Textbook: Chapter 4
- Lab Manual: Buying and Selling Equities – the Mechanics

Prepare for Lab #5:

- Read: Writing a Formal Report
Creating and Delivering a Great Presentation
- Prepare: Executive Summary

Midterm: Saturday, October 19th from 4:30 p.m. to 7 p.m.

Writing locations will be listed on course website.

Week 7 – October 21st – 25th

Lecture Topics:

- Economic factors – investment instruments

Reference:

- Textbook: Chapter 5

Prepare for Lab #6:

- Read: “High Tech Bar Top” case
- Review: Informal Report Structure
Case Content Worksheet
Peer evaluations on course website
- Prepare: Informal write-up of “High Tech Bar Top” case
Team Contribution Plan for **hand-in at lab**

REMINDER: The deadline for your [Individual Case](#) is next week. You will need a few days for the Pearson tutor to provide you with feedback so that you can properly revise your case and complete the requirements for this assignment.

Week 8 – October 28th – November 1st

Lecture Topics:

- Economic factors – time value of money

Reference:

- Lab Manual: Time Value of Money

Prepare for Lab #7:

- Prepare: Investment Instrument Exercises as assigned in class

You will be taking up your midterm exams in this week's lab.

SBE Write-A-Thons – Writing Centre tutors will be on hand to help you incorporate your Pearson feedback, organize your paper, use language effectively, proofread & revise your writing - Tuesday, October 29th from 1:00 - 8:00 p.m. (Location TBA)

No appointments are necessary -- just drop in during the available times. Drinks and snacks will be provided.

Individual Case due in hardcopy to P1002 BEFORE 12 noon AND to Turnitin before 11:59 p.m. on Friday, November 1st. [Details and instructions posted on course website.](#)

Week 9 – November 4th – 8th

Lecture Topics:

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

Reference:

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

Prepare for Lab #8:

- Prepare: Time Value of Money Problem Set #1

Week 10 – November 11th – 15th

Lecture Topics:

- Social factors – ethics, stakeholders, corporate social responsibility

References:

- Textbook: Chapter 3
- Lab Manual: Stakeholder Readings, Demographics readings

Prepare for Lab #9:

- Prepare: Time Value of Money Problem Set #2

Writing Centre SBE Write-a-thon to assist with writing New Venture Report. Sunday, November 10th from 11:00 - 5:00 p.m. (Location TBA)

No appointments are necessary -- just drop in during the available times. Drinks and snacks will be provided.

New Venture Final Report due in hard copy to P1002 BEFORE 12 noon AND to Turnitin BEFORE 11:59 p.m. on Friday, November 15th. ([Details and instructions on course website](#)).

Final Report [Peer Evaluations](#) due BEFORE 11:59 p.m. on Friday, November 15th.

BIZ BASH AT THE TURRET November 15th – come celebrate the fact that you have survived thus far and have almost finished your first term!!!

Week 11 – November 18th – 22nd

Lecture Topics:

- Political Factors

Reference:

- Textbook: Chapter 6

Prepare for Lab #10:

- Prepare: New Venture Project Presentations as assigned

Week 12 – November 25th – 29th

Lecture Topics:

- Keeping up with a changing environment

Reference:

- Textbook: LO-7 Pages 27-29

Prepare for Lab #11:

- Prepare: New Venture Project Presentations as assigned

Monday, December 2nd

Make-Up Lecture and Labs (for Thanksgiving Holiday)

Presentation Peer Evaluations due BEFORE 11:59 p.m. on Wednesday, Dec. 4th

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

Assignment deadlines and workshops are highlighted here as a start but you should also add:

- CGA Consulting Sessions (for assistance with the New Venture project) – date and registration details to be announced in lecture
- Writing Centre SBE Write-a-thons
- SI online skills seminars and SI sessions (bonus marks can be earned)
- Learning Services online modules on communication skills and student skills...

Online modules available on MyHelpSpace by September 15, 2013:

Communicating Professionally on Campus

Establishing and maintaining good, respectful, and productive relationships with faculty is important for students. Therefore, it is critical that students' e-mail communication be polite and professional – and that it contain the information that faculty need in order to respond effectively. In this module, students will learn to consider what components they need to include in their e-mails in order to achieve the outcomes they seek.

Precision and Polish: Using Language Resources to Develop & Refine Your Academic Language

Students need to develop their overall academic language in order for their writing and speech to reflect their level of education. This module familiarizes – or reacquaints – students with language resources which can help them to develop their language.

Who Moved the Goal Posts!? Succeeding in Canadian Academia

When you go to university in a different country from where you went to high school, you're not just studying in a new language – you're studying in an entirely different academic culture. Without knowledge of what the expectations are – or where the goal posts are – it's difficult to succeed. This module introduces students who were educated outside of Canada to some of the expectations of the Canadian classroom.

We Gotta Read How Many Pages!? Reading at the University Level

Weekly readings of over 100 pages can seem like an enormous task when you are reading in another language. And it isn't enough just to finish the readings – you also have to understand what you have read. The key to reading vast amounts of material is being able to read strategically and economically. This module introduces students to techniques to manage and comprehend large quantities of reading.

Communicating with the Business Community

Being outgoing and proactive is a good thing in business – but when is it overstepping to contact somebody in the community? This module helps business students know when it is appropriate to contact individuals in the business community as part of their assignments – and when it is not appropriate to do so.