

BUSINESS 111
UNDERSTANDING THE BUSINESS ENVIRONMENT
BBA COURSE OUTLINE
Fall 2014

Professor:	Laura Allan Room P3072 Phone 884-0710, Ext. 2373 lallan@wlu.ca	Section: C
	Office hours:	Wednesday 3pm – 5pm Thursday 2pm – 4pm OR by appointment
Course website:	https://web.wlu.ca/sbe/bu111	
Pearson website:	http://pearsonmylabandmastering.com	
Twitter handle:	@BU111_WLU	
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, the development of 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

NOTE: The 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:

1. **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.
2. **Lectures – Power point** 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. We 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.

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

A participation grade out of 10 marks is earned in your weekly lab. This grade will be based on your level of preparation and the quality of your 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:

- You are allowed **one** un-validated absence from labs, and you are allowed to make up **one** lab.
 - a) An un-validated absence means you did not provide documentation proving that the absence was unavoidable, i.e. a doctor's note, AND 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 un-validated 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 un-validated absence. You must attend a different lab during the same 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.
- 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.
- Participation marks will be lost for each lab that is missed, regardless of whether the absence is un-validated or if the lab was made up.

Labs begin on Monday September 15th. Registration will be done online at <https://web.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 will review the course content and prepare for exams. **SI does not replace lectures or labs; however, it can significantly enhance your academic performance.** For more information, visit the website at www.wlu.ca/study.

NOTE: Bonus marks are available for attendance at SI sessions. This will be explained in the Assessments/Grading section next.

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

Assessments/Grading:

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 in hard copy will receive a grade of zero. Late peer evaluation and turnitin submissions will result in mark deductions as indicated on the assignment(s).**

Lab Assignments:

4 marks – [Research Diagnostics](#)

Due Friday, September 26th BEFORE 12 noon

15 marks – *Live Case and Competition*

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

Due Monday, October 20th BEFORE 12 noon

- 5 marks (+1 bonus for advancing to semi-finals) – Group Case Presentation*
Presentations made in Lab #6 during week of October 27th-October 30th
Mandatory Q&A session Saturday September 20th 1-2:30pm
- COMPETITION
Semi-finals on October 31st, and finals on November 1st, 1-4:30 p.m.
Mandatory question and answer session September 20th, 1-2:30 p.m.

26 marks – [New Venture Project](#)

- 4 marks – Preliminary Report*
Due Friday, October 10th BEFORE 12 noon
- 12 marks – Final Report*
Due Friday, November 14th BEFORE 12 noon
- 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)

Exams**:

20 marks – [Midterm Exam](#)

Sunday, October 5th, 3:00 p.m. to 5:30 p.m.

25 marks – [Final Exam](#)

Date determined by Examinations Office – posted on www.wlu.ca

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.**

*****BONUS MARK OPPORTUNITY:** You can earn up to 1.5 bonus marks that will be added to your participation mark, to a maximum of 11/10. You can earn .25 for each of two online skills workshops on the Pearson website – one on time management, and one on note-taking – for a total of .5 marks. You can also earn .25 marks for each non-exam review S.I. session you attend to a maximum of 1 mark. Watch for the dates on the Weekly Schedule.

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, or receive mark penalties ranging from 10-100%. **Any student who is determined to have engaged in academic misconduct will receive 0 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. **Peer evaluations are required for all group assignments, and may cause a student's mark to be reduced. 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 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:

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/TA 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 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 **Tuesday, September 9th** – *Labs start the week of September 15.*
- Go to <https://web.wlu.ca/sbe/bu111> to register for a lab
- After registering for a lab, register on Pearson websites
 - Detailed registration instructions provided on the course website
 - *A Pearson rep will be available in the TA office on September 11th and 12th from 11am-2pm for any students that are having difficulty with their access codes*
- Begin completing Research Diagnostics assignment

Bonus marks:

Complete Time Management online study skills module on Pearson website (in Learning Path section) for .25 bonus marks. **Deadline: September 19th at 12 noon.** Details on course website.

Week 2 – September 11th – 17th

Lecture Topics:

- Environmental analysis models
- Understanding entrepreneurship
- *BDO Dunwoody New Venture Project Launch* (September 15th)

Reference:

- Textbook: Chapters 1 and 2

Required tasks:

- Set up an account with **turnitin.com** according to the instructions on the course website.

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
Academic Integrity Form for **hand-in at lab**
Student Survey for **hand-in at lab**

Bonus marks:

- Complete Note-taking module for .25 bonus marks on Pearson website (in Learning Path section). **Deadline: October 3rd at noon.** Details on course website
- 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 18th – 24th

Lecture Topics:

- Understanding entrepreneurship

Reference:

- Textbook: Chapter 3

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, and conduct research.
Using research, prepare a slide recommending a course of action for Joe's Java.
Submit presentation to turnitin. See p. 40 in lab manual for instructions and requirements.
Engage in social activity with New Venture group and tweet picture

CGA Consulting sessions – Go to the course website and register for a session to discuss your NV idea with a CGA consultant on October 1st, 6th or 7th.

September 20th – Mandatory Case assignment question and answer session – 1-2:30 in 1E1.
Also being streamed to N1001, BA201, P1025, SBE1210, SBE1220 – more details on course website

Research Diagnostics Assignment due BEFORE 12 noon on Friday, September 26th. Details and instructions on course website.

Week 4 – September 25th – October 1st

Lecture Topics:

- Economic factors – Canadian Financial System, investment instruments

References:

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

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 and tweet of team social photo
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

Valuable resource: Chapter quizzes on Pearson website to help review material

Midterm: Sunday, October 5th from 3:00 p.m. to 5:30 p.m.

Writing locations will be listed on course website.

Week 5 – October 2nd – 8th

Lecture Topics:

- Economic factors – investment instruments, time value of money

Reference:

- Textbook: Chapter 6

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.

New Venture Preliminary Report due in hardcopy to P1002 and to turnitin BEFORE 12 noon on Friday, 10th. Details and instructions on course website.

Peer Evaluations due BEFORE 11:59 p.m. on Friday, October 10th.

FALL READING WEEK – NO CLASSES OCTOBER 12TH – 16TH

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 6 – October 9th and 20th-22nd

Lecture Topics:

- Economic factors – time value of money

Reference:

- Lab Manual: Time Value of Money

Lab #5:

- Read: Creating and Delivering a Great Presentation
- 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.

Valuable resource: Quizzes on Pearson website to practice investment problems

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 9th from 1:00 - 6:00 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 and to turnitin BEFORE 12 noon on Monday, October 20th. Details and instructions posted on course website.

Watch your e-mail for case group assignment information. Group case presentations are in Lab #6 during the week of October 27th. Semi-final and final presentations will take place on October 31st and November 1st. Make sure you are available for both days, 1 p.m. to 4:30 p.m. – if your group advances to semi-finals you must attend both the semis and finals to receive your bonus mark.

Week 7 – October 23rd – 29th

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

Lab #6:

- Prepare: Group Case presentations

Week 8 – October 30th – November 5th

Lecture Topics:

- Social factors

Reference:

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

Lab #7:

- Prepare: You will be reviewing the quality of your short-answer questions from your midterm to assist you with improving performance on the final exam.
Team Contribution Plan for **hand-in at lab**.
Read and complete exercises on Delivering & Receiving Effective Feedback.
Complete module on Feedback found on Pearson website.

Group case presentation Peer Evaluations due BEFORE 11:59 pm on Thursday October 30th.

Week 9 – November 6th – 12th

Lecture Topics:

- Technology Factors

Reference:

- Lab Manual: Technology readings

Lab #8:

- Prepare: Time Value of Money Problem Set #1
Solutions to extra questions in lab manual that do not have solutions

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

Week 10 – November 13th – 19th

Lecture Topics:

- Technology factors

References:

- Textbook: Chapter 2
- Lab Manual: Technology readings

Lab #9:

- Prepare: Time Value of Money Problem Set #2

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

Writing Centre SBE Write-a-thon to assist with writing New Venture Report. Sunday, November 10th from 11:00 - 6:00 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 and turnitin BEFORE 12 noon on Friday, November 14th. Details and instructions on course website.

Final Report Peer Evaluations due BEFORE 11:59 p.m. on Friday, November 14th.

Week 11 – November 20th – 26th

Lecture Topics:

- Political Factors

Reference:

- Textbook: Chapters 4 and 5

Lab #10:

- Prepare: New Venture Project Presentations as assigned

Week 12 – November 27th – December 3rd

Lecture Topics:

- Keeping up with a changing environment

Lab #11:

- Prepare: New Venture Project Presentations as assigned

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

ACADEMIC SUCCESS TIP:

Enter all due dates and deadlines into your calendar!

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

- **CGA Consulting Sessions** (for assistance with 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 (see next page)

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.

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.