



THE UNIVERSITY OF  
WINNIPEG

## DEPARTMENT OF BUSINESS AND ADMINISTRATION

### BUS 1201–006 Introduction to Business I (Fall 2013)



Assistant Professor Claudia Sanchez Bajo, PhD

Office Hours: Tuesdays and Thursdays 16.30 to 17.30 or by appointment through email

Office: 3BC55 (Buhler Centre)

Email: [c.sanchezbajo@uwinnipeg.ca](mailto:c.sanchezbajo@uwinnipeg.ca)  
Tel : 204 - 258 2931

#### **LECTURE TIMES AND LOCATION**

Tuesdays and Thursdays 11:30 - 12:45 in 3BC55 (Buhler Building)

#### **COURSE DESCRIPTION**

This course introduces fundamental concepts related to current business trends, business ownership, entrepreneurship, and general management including organizational behaviour and human resources management. Emphasis is placed on relating course material to current events in the business world. (Restrictions: students may not receive credit for both this course and the former 81.1101/6.)

It is recommended that students take the academic writing course while taking BUS 1201 in order to facilitate the written components of this course.

#### **RESOURCES AND COMMUNICATION**

We will be using Nexus as the online course management system for this course. Use the USERID and password that you received when you registered to log in at <http://nexus.uwinnipeg.ca/>. If you have difficulty logging in, you should contact the Help Desk at 204–786–9149 or via email at [help.desk@uwinnipeg.ca](mailto:help.desk@uwinnipeg.ca)

**General inquiries** about assignments and course content should be posted to the course discussion forum in Nexus called “questions for the instructor”. Please check the other postings in the forum to make sure your question is not answered before posting. (It helps if everyone titles their posts in a way that make it easy to determine the nature of the question.)

**Private inquiries** about grades or other personal matters can be directed to my e-mail. Although every effort will be made to respond more promptly please allow 48 hours for a response. Keep in mind that unnecessary multiple e-mails from the same student on the same issue make response times slower for everyone.

Claudia will hold weekly office hours during the semester. You can sign for a specific time by heading to the website TBA and clicking on the “Contact” form

### **CRITICAL DATES**

- 5 September 2013 — First day of class
- 29 November 2013 — Last day of class
- 10 October 2013 — Term Test 1
- 24 October 2013 — Article analysis due in Nexus dropbox @ 12:00 p.m.
- Also 24 October 2013 — Voluntary withdrawal date without academic penalty
- 7 November 2013 — Term Test 2
- 13 December @ 13:30 to 4:30 pm — Final exam (location TBA)

### **REQUIRED TEXT**



The required textbook for this course is a custom textbook available at the

Bookstore but it may be available online. The custom text for 2013 features content from

Althouse’s The Future of Business, published by Nelson. ISBN #0176574050

### **EXPECTATIONS, GOVERNING POLICIES, AND GENERAL INFORMATION**

- You are expected to read assigned material (e.g., chapters assigned from the textbook) *before* coming to class. Lectures may summarize assigned material, but more often will expand key points, introduce complementary material, and/or make connections across topics or to relevant current events.
- Both lectures and the textbook are integral parts of the course. The lectures are designed to amplify, clarify and in some instances supersede the textbook. Some material covered in the lectures will not be featured in the textbook.
- Students are responsible for all course–related announcements made in class, regardless of whether you attended on the day in question.

- It is your responsibility to be familiar with Section VII of the most current University Course Calendar dealing with Academic Regulations and Policies. This section covers classroom regulations, grading, transcripts, challenge for credit, academic standing, student discipline (academic and non-academic misconduct), appeals including grade appeals, University Policies and Codes, and graduation. The delivery of this course is governed by these regulations and policies, along with all other policies contained within the current University of Winnipeg General Calendar.

### **A NOTE ON PLAGIARISM AND ACADEMIC MISCONDUCT**

- Plagiarism is submitting work in a course that is not your own. This includes, but is not limited to, not using quotation marks, citation and footnotes when quoting directly, or not using footnotes or citations when quoting indirectly, or paraphrasing to indicate the source of the ideas or work of another author.
- Plagiarism can also refer to submitting original work for credit in two or more different courses without the knowledge or prior agreement of the respective Professors.
- Dishonest or attempted dishonest practice during tests or exams or in the preparation of other course work is considered cheating will be brought to the Senate Academic Misconduct Committee.
- You should be aware that software designed to assist in detecting potential instances of plagiarism may be used in this course.
- You are strongly encouraged to familiarize yourself with Section VII of the University's Course Calendar. This outlines the regulations and policies associated with academic misconduct.

### **STUDENTS WITH DISABILITIES**

Students with documented disabilities requiring academic accommodations for tests/exams (e.g., private space or extra time), or during lectures/laboratories (e.g., access to volunteer note-takers) are encouraged to contact the Coordinator of Disability Services (DS) on 786-9771 to discuss appropriate options.

Specific information about DS is available on-line at <http://www.uwinnipeg.ca/index/services-disability>. All information about disability is confidential.

### **EVALUATION CRITERIA**

Evaluation of your performance in this course shall be based on grades earned in two term tests, a written assessment and a final exam:

- Term Test 1 — 20%
- Term Test 2 — 20%
- Article Analysis — 20%
- Final Exam — 40%

### **Term Tests and Final Exam**

The term tests and final exam will contain several types of questions, including multiple choice, short

answers and mini essays. Both will include questions which require you to analyze, understand, and explain situations. You will need to demonstrate your understanding by clearly explaining and supporting your answer. Note that the tests and exam questions may require numerical analysis and presentation as well as procedural application. At the sole discretion of the instructor, a marker may assist in the marking of the term tests.

For any student who should miss a term test for exceptional circumstances, the weight shall be added to the final examination (i.e. your final exam will be now worth 60%). Absence due to illness will require a medical certificate. If you miss the term test for other than exceptional reasons you will automatically be awarded a grade of zero. **There will be NO make up tests.** Students must notify Claudia (via email) of any absence on or *before* the day of the test.

### **Article Analysis**

You will be submitting your Article Analysis via email to [c.sanchezbajo@uwinnipeg.ca](mailto:c.sanchezbajo@uwinnipeg.ca). Further details will be discussed in class. Hard copies (i.e., paper) of this assessment will be accepted however only after an emailed copy has been sent .

In preparing your Article Analysis, you must adhere to the following:

- Your Article Analysis must be sent by email as a single **Microsoft Word** document namely .doc or .docx files. This allows for in-text comments and feedback, therefore **other file types will not be accepted.**
- The name of your file should be your name, followed by the name of the course plus the section number. For example "John P. Student BUS 1201-006.doc".
- Full details on the Article Analysis, including expectations and format, can be found in the *BUS 1201 Article Analysis Guidelines* document on Nexus.

### **Test and Exam Requirements**

- Students need to be prepared to show photo ID during term tests and will be required to do so at the final exam.
- Basic calculators without alpha–numeric capabilities may be used for term tests and the final exam.
- Any and all electronic devices will NOT be permitted to be used during term tests and the final exam.
- Mobile phones must be turned off during all tests and the final exam.
- Dictionaries and electronic translators will not be permitted during tests or exams.

### **Grading Procedures**

Letter grades are not assigned to the individual components that make up the total. Only the total for the course will be converted to a letter grade. The letter grade you earn for the course can range from an F (failure) to an A+ (highest possible grade). There is no set scale for conversion of numeric grades to letter grades. The conversion is made separately for each term's class and is a function of the overall relative difficulty of the tests and exam.

## LATE SUBMISSION OF ASSIGNMENTS

- 1) Any and all assignments **must** be submitted no later than what is specified in this Course Outline. Failure to do so will result in a grade of 0 (zero) for the assignment. You must submit what you can do by the specified date. Unless there is a case of *force majeure such as illness, accident, family emergency or other emergency situations*. Please get in touch with Claudia by email to discuss such circumstances. Official documentation may be requested, which will not predetermine an outcome as far as the grade is concerned.
- 2) Please note that computer failure will not be considered as emergency. You must make sure that all necessary back-ups are made to prevent the loss of any material. You must take all precautions necessary to your submitting of assignments on time.

## FEEDBACK

Written comments will be provided for the article analysis.

Feedback on internal assignments (excluding the final exam) will be offered via student-initiated, one-on-one consultation meetings with Claudia during office hours or by appointment requested by email. This service is available to you regardless of the grade earned on an assessment. Please note that when you make an appointment it shall **not** be seen by Claudia as a request for a higher grade. Rather, it is an opportunity for you to receive direct advice regarding your writing style, structure, logic and argumentation and the use of references/secondary material.

## LECTURE SCHEDULE according to Althouse's The Future of Business

5 September	Introduction and review of course expectations	
10 September	How government affects business	Chapter 1
12 September	How government affects business (continued)	Chapter 17
17 September	Market structures	Chapter 2
19 September	Forms of Ownership	Chapter 5
24 September	International Business	Chapter 5
26 September	Putting it all together: PEST and Porter	Chapter 3
1 October	National Culture and Business	Chapter 3
3 October	National Culture and Business (continued)	
8 October	Introduction to case studies: applied ethics	
10 October	TERM TEST 1 (Covers all readings and lectures to date)	
15 October	Forms of business ownership	Chapter 8
17 October	Business and technology	Chapter 4
22 October	Entrepreneurship and small business	Chapter 6 and 7
24 October	Small business case study <b>*Article Analysis due in Nexus by 12:00 pm.</b>	
29 October	Leadership and management	Chapters 9
31 October	Leadership case study	
5 November	Designing organisations	Chapter 10
7 November	TERM TEST 2 (Chapters 4, 6, 7, 9, 10, plus lectures)	

12 November	Motivating employees	Chapter 11
14 November	Applied motivation exercise	Chapter 11
19 November	HRM	Chapter 12
21 November	HRM case study	
26 November	Unions and labour relations	Chapter 12
28 November	Final exam review (bring your own questions)	
<b>13 December</b>	<b>Final Exam @ 13.30 – 4.30 pm Location TBA</b>	

### **LECTURE NOTES**

Many, but not necessarily all, lecture notes will be posted to Nexus *after* class. Students should not necessarily assume all lectures and / or all slides will be posted. Be aware that Nexus offers access to generic PowerPoint presentations based on the textbook. For lecture notes, please access these notes in the section entitled “For Claudia Sanchez Bajo ’s students”.

**Due to unforeseen circumstances, changes to some aspects of this course (excluding the assessment structure) may be necessary. Any and all changes will be communicated in class and on Nexus.**