COURSE OBJECTIVE

This course will examine the relationship between business organizations, their functional areas, and the environments - social, political, legal and regulatory, and technological - that affect them.

Prerequisite: Registration in Business 1

INSTRUCTOR AND CONTACT INFORMATION

Professor Rita Cossa  
cossar@mcmaster.ca  
(905) 525-9140 x26197  
Office: DSB #223  
Office Hours:  
Thurs. 9:30 - 10:30  
and by appointment

Section 1:  
Tues. 8:30 – 9:20  
Thurs. 8:30 – 9:20  
Location: TSH B128

Section 2:  
Tues. 9:30 – 10:20  
Fri. 9:30 – 10:20  
Location: CNH 104

Section 3:  
Tues. 11:30 – 12:20  
Thurs. 11:30 – 12:20  
Location: TSH B128

Section 4:  
Tues. 2:30 – 3:20  
Thurs. 2:30 – 3:20  
Location: ITB 137

Course Website: http://avenue.mcmaster.ca

COURSE ELEMENTS

<table>
<thead>
<tr>
<th>Credit Value:</th>
<th>3</th>
<th>Leadership:</th>
<th>Yes</th>
<th>IT Skills:</th>
<th>Yes</th>
<th>Global View:</th>
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<td>Avenue:</td>
<td>Yes</td>
<td>Ethics:</td>
<td>Yes</td>
<td>Numeracy:</td>
<td>No</td>
<td>Written Skills:</td>
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<td>Yes</td>
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<td>Evidence-based:</td>
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<td>Experiential:</td>
<td>Yes</td>
<td>Final Exam:</td>
<td>Yes</td>
<td>Guest Speakers:</td>
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COURSE DESCRIPTION

All organizations must continuously scan the business environment and understand what is happening from economic, legal, competitive, social, technological, and global perspectives. Identified trends will create opportunities and threats that must be addressed in order for organizations to prosper. Your Instructor will discuss each of these environments in order that you may understand their relevance to Canadian business.

In addition, you will be introduced to the importance of four functional areas of business. They are Human Resource Management, Marketing Management, Financial Management, and Operations Management. While the Commerce Program will expand on these functional areas in the next few years, this brief introduction should give you an appreciation of the importance of these topics to business.
LEARNING OUTCOMES

By the end of the term, you will have completed the following key tasks:

- Understand the principles, techniques, and terms used by business practitioners;
- Evaluate and incorporate ethics theory to a recent ethical example in business;
- Write a group Report that will effectively incorporate research and analysis;
- Apply the ethical principles and practices in marketing research; and
- Develop your time management, organization, communication, and research skills.

REQUIRED COURSE MATERIALS: 2 ITEMS FROM THE CAMPUS STORE (GILMOUR HALL B101)

Item 1: COMMERCE 1E03 Winter 2017 Custom Courseware

Item 2: buy one of the following of Understanding Canadian Business, 9th Canadian ed. by William G. Nickels et al. in the form of (i) access to Connect, a Web-based learning solution for $89 + tax or (ii) a package that includes the textbook and access to Connect for $149.95 + tax

NOTE: Older editions are not recommended

EVALUATION

All work will be evaluated on an individual basis except where group work is expected. In such cases, group members will share the same grade adjusted by the Peer Evaluation process discussed in your Courseware.

Components and Weights

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>30%</td>
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<td>Noncumulative Final Exam</td>
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<td>Connect</td>
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<tr>
<td>Group Assignment</td>
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<tr>
<td>Group Presentation</td>
<td>5%</td>
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<td>Total</td>
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<tr>
<td>Bonus</td>
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<tr>
<td>Bonus</td>
<td>1%</td>
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</table>

¹ A 2% penalty of your overall grade will be assigned if the paper assignment is not submitted on time. After 24 hours, the mark is zero.
**Conversion**

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.

<table>
<thead>
<tr>
<th>LETTER GRADE</th>
<th>PERCENT</th>
<th>LETTER GRADE</th>
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<tr>
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<td>85 - 89</td>
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<td>80 - 84</td>
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<td>60 - 62</td>
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<tr>
<td>B+</td>
<td>77 - 79</td>
<td>D+</td>
<td>57 - 59</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>73 - 76</td>
<td>D</td>
<td>53 - 56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B-</td>
<td>70 - 72</td>
<td>D-</td>
<td>50 - 52</td>
<td></td>
<td></td>
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</table>

**Communication and Feedback**

Students who wish to correspond with Instructors or Teaching Assistants directly via email must send messages that originate from their official McMaster University email accounts. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants.

Instructors are required to provide evaluation feedback for at least 10% of the final grade to students prior to Week #8 in the term. Instructors may conduct an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

Students who wish to have a course component re-evaluated (e.g., the final exam) must complete the following form: [http://www.mcmaster.ca/policy/Students-AcademicStudies/Form_A.pdf](http://www.mcmaster.ca/policy/Students-AcademicStudies/Form_A.pdf). In order for the component to be re-read, the following steps will be followed:

- The component must be worth 10% or more of the final grade in the course.
- Students must pay a fee of $50 in Gilmour Hall, Room #209. The receipt is then brought to the Student Experience - Academic Office in DSB #112.
- The Area Chair will seek out an independent adjudicator to re-grade the component.
- An adjustment to the grade for the component will be made if a grade change of three points or greater on the 12-point scale (equivalent to 10 marks out of 100) has been suggested by the adjudicator that is assigned by the Area Chair.
- If a grade change is made, the student fee will be refunded.

**CLASSROOM EXPECTATIONS**

Review the Course Schedule on Avenue and complete the assigned work before class. Bring the relevant lecture notes to class as the content will be covered quickly to allow more time for discussion. You are encouraged to participate in class discussions and to raise your hand if clarification or repetition is required. Common courtesy is expected throughout the term.

Arrive on time. Stay focused on the course content. Do not be distracted by your devices (e.g., computers). Cell phones need to be put away before the start of class. Lectures are not to be recorded at any time.

**EXAMS (70%)**

The midterm is 1.5 hours in length. The noncumulative final exam is two hours in length. Exams consist of equally-weighted multiple-choice questions. You are responsible for all of the assigned work (even if it is not covered in class) and course content, which includes lectures and videos. Sample questions will be covered throughout the course. Details will be communicated prior to each exam.
Your student card must be brought to each exam and presented before entering the room. **No student card, no entry.** Coats, vests, hats, pullovers, pencil cases, and bags must be deposited in the room before you are seated by the invigilator. Keep your electronic devices (e.g., calculators, computers, and cell phones) at home as they should not be at your seat. No food or drinks are permitted at your seat. When you walk down the aisle, you should only carry a few pencils, an eraser, your student card, and your wallet. Keep in mind that McMaster University is not responsible for any items that go missing in the exam room.

**CONNECT CHAPTERS (15%)**

Register for Connect using your McMaster email account. You are encouraged to complete fifteen Connect chapters throughout the term. For each chapter, correctly answer all of the publisher-created Connect questions prior to that chapter being covered in class. Review the Course Schedule on Avenue for deadlines.

You will earn 1% per chapter. Partial marks (based on the correct percentage completed by the deadline) are possible. For incorrectly answered questions, the system will generate additional questions until it is satisfied that you are knowledgeable on the concept(s). As a result, be sure to schedule sufficient time for this work. You can work ahead to future chapters as well. Chapter completion deadlines are as follows:

1. for those in registered Tuesday classes - the Monday night before class by 11:59 p.m.
2. for those in registered Thursday and Friday classes - the Wednesday night before class by 11:59 p.m.

**BONUS: McMaster World Congress on Feb. 2-3 in MUSC, CIBC Hall (1%)**

This year's McMaster World Congress theme is sports analytics management. Earn up to 1% by attending two fifty-minute presentations (0.5% per presentation) in the McMaster University Student Centre, CIBC Hall, 3rd Floor. Networking sessions and the dinner are not eligible. Pre-register for these free sessions at http://worldcongress.mcmaster.ca/register/ and attend these sessions by first scanning your student card to confirm participation. Business formal attire (e.g., a suit) is mandatory.

**BONUS: The Learning Portfolio Submission by Noon on Feb. 10 (1%)**

The Learning Portfolio is an online tool accessible through Avenue. It allows students to plan, record and reflect on a range of educational experiences, namely Academic Learning, Experiential Activities, Community Engagement, and Professional Development. Review the details on Avenue on how you can earn up to 1% by submitting your resume and self-reflection.

**Tutorial Expectations**

Tutorial exercises will build on theory discussed in the course. They will also contribute to the achievement of course learning objectives (e.g., development of communication skills). Tutorials will not be used to review class content; direct such queries to your Instructor. Unless specified, electronic items (e.g., cell phones and laptops) are not permitted in your tutorial so turn them off and place these items in your bag before entering the room.

As for business meetings, you are expected to arrive on time and to be prepared to actively participate in discussions. Preparation includes bringing your Courseware to each weekly tutorial. In instances where students are not prepared for tutorial discussions and/or do not meet deadlines, a deduction at the Instructor's discretion will be applied.

A 1% deduction per tutorial will be applied for each of the following tutorial attendance scenarios: (1) if the student is absent; (2) if the student does not attend the full tutorial; or (3) if the student is late for more than five minutes. Review the section titled "Policy on Requesting Relief for Missed Academic Work" for exemptions.
GROUP WORK (15%)  

Form your own group of five or six students in your registered tutorial. Your Tutorial Leader may randomly assign students to a group.

Review the instructions for the group components in your Courseware. Only paper submissions will be marked. Refer all assignment questions to your Instructor.

You are expected to contribute consistently and equally to group work throughout the term. With this in mind, your Instructor requires the submission of Courseware-tools to support group-work participation. Details will be discussed in tutorial and highlighted in our Courseware.

ACADEMIC DISHONESTY  

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences (e.g., the grade of zero on an assignment, the loss of credit with a notation on your transcript where the notation reads “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the University.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty, please refer to the Academic Integrity Policy located at the following URL: www.mcmaster.ca/academicintegrity

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations

In this course a Web-based service called Turnitin.com will be used to reveal plagiarism. Students will be expected to submit their work electronically to Turnitin.com and in hard copy so that it can be checked for academic dishonesty. Students who do not wish to submit their work to Turnitin.com must still submit a copy to the Instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line searches). To see the Turnitin.com Policy, go to http://www.mcmaster.ca/academicintegrity/turnitin/students/.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK  

1. Students may request relief from a regularly scheduled midterm, test, assignment or other course component in the following ways:

a) for absences from classes lasting up to three (3) days; or
b) for absences from classes lasting more than three (3) days; or

c) for conflicts arising from Student Experience - Academic Office approved events.

a) For Absences from Classes Lasting Up to Three (3) Days

Students must use the McMaster Student Absence Form (MSAF). This is an on-line, self-reporting tool for which submission of medical or other types of supporting documentation is normally not required. Students may use this tool to submit a maximum of one (1) request for relief of missed academic work per term as long www.degroote.mcmaster.ca
as the weighting of the component is **worth less than 25%** of the course weight. Students must follow up with their course Instructors regarding the nature of the relief within two days of submitting the form. Failure to do so may negate the opportunity for relief. It is the prerogative of the Instructor of the course to determine the appropriate relief for missed term work in his/her course. Details are described below.

If the value of the component is **worth 25% or more**, students must report to their Faculty Office (NOTE: this is the Student Experience Office - Academic Office for Commerce students) to discuss their situation and will be required to provide appropriate supporting documentation.

Please visit the following page for more information about the MSAF: [http://academiccalendars.mcmaster.ca/content.php?catoid=13&navoid=2208#Requests_for_Relief_for_Missed_Academic_Term_Work](http://academiccalendars.mcmaster.ca/content.php?catoid=13&navoid=2208#Requests_for_Relief_for_Missed_Academic_Term_Work).

b) **For Absences from Classes Lasting More than Three (3) Days**

Students cannot use the MSAF. They MUST report to their Faculty Office to discuss the situation and will be required to provide appropriate supporting documentation.

Students who wish to submit more than one request for relief of missed academic work per term cannot use the MSAF. They must report to their Faculty Office and discuss their situation with an academic advisor. They will be required to provide supporting documentation and possibly meet with the Manager, Student Experience – Academic Office for Commerce students or the Associate Dean's Office for other faculties.

c) **For Conflicts Arising from Student Experience - Academic Office Approved Events**

Students unable to write a midterm at the posted exam time due to the following reasons: religious; work-related (for part-time students only); representing the University at an academic or varsity athletic event; conflicts between two overlapping scheduled midterm exams; or other extenuating circumstances, have the option of applying for special exam arrangements. See the DeGroote Missed Course Work Policy for a list of conflicts that qualify for academic accommodation: [http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/](http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/).

Such requests must be made to the Student-Experience - Academic Office at least ten (10) working days before the scheduled exam along with acceptable documentation. Non-Commerce students must submit their documentation to their own Faculty Office and then alert the Student Experience – Academic Office of their interest in an alternate sitting of the midterm.

Adjudication of all requests must be handled by the Student Experience – Academic Office. Instructors cannot allow students to unofficially write make-up exams/tests.

The MSAF cannot be used during any final examination period. If a midterm exam is missed without a valid reason, students will receive a grade of zero (0) for that component.

d) **Summary of Commerce 1E03-Applicable MSAF Guidelines**

Your Instructor will make the following MSAF-related decisions for this course.

- The MSAF is applicable for tutorial participation purposes (e.g., attendance).
- If you receive an MSAF for the midterm, you will still be required to write the midterm.
- If you receive an MSAF for a Connect chapter, the Connect chapter will need to be completed with 100% accuracy, by a specific date, and the value of this component will be added to your final exam.
- The MSAF will not be accepted for group work submissions.
**STUDENT ACCESSIBILITY SERVICES**

Student Accessibility Services (SAS) offers various support services for students with disabilities. Students are required to inform SAS of accommodation needs for course work at the outset of term. Students who require academic accommodation must contact SAS to make arrangements with a Program Coordinator. Academic accommodations must be arranged for each term of study. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or email sas@mcmaster.ca.


**POTENTIAL MODIFICATIONS TO THE COURSE**

The Instructor and McMaster University reserve the right to modify elements of the course during the term. (See the Course Schedule on Avenue for details on each class and tutorial.) The University may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with an explanation and the opportunity to comment on changes. It is the responsibility of students to check their McMaster email accounts and Avenue weekly during the term and to note any changes.

**ACKNOWLEDGMENT OF COURSE POLICIES**

Your registration and continuous participation (e.g. on Avenue, in the classroom, etc.) to the various learning activities of Commerce 1E03 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any others that may be announced during lecture and/or on Avenue. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

**COURSE WEBSITE: AVENUE TO LEARN (AVENUE)**

Avenue is McMaster University’s Web-based management system where you will have free access to course information (e.g., podcasts and lectures). When applicable, bring the posted notes to the appropriate class. You need to complete the blanks in addition to new content covered in the class.

**PLACES TO GET HELP**

Additional resources that you can consider to achieve your academic goals are noted next.

1. Through Connect, access LearnSmart (an adaptive learning program designed to maximize productivity and efficiency in learning) and SmartBook (an eBook that adapts to students’ learning patterns).

2. Innis Library staff can provide research and citation assistance.

3. The Student Success Centre ([http://studentsuccess.mcmaster.ca](http://studentsuccess.mcmaster.ca)) offers workshops and support programs that assist with the development of many academic and life skills.

4. Consider creating a study group to enhance what you have independently learned.