

Commerce 1B03 & Commerce 1E03 Spring 2019 Business Environment and Organization Course Outline

Strategic Management Area DeGroote School of Business, McMaster University

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. This is a sustainability-related course based on the AASHE (www.aashe.org) standards for sustainability.

Prerequisite: (1) Registration in Business 1 or (2) Registration in Level 1 or above in any Humanities, Social Sciences, Health Sciences, or Sciences program.

INSTRUCTOR AND CONTACT INFORMATION

Professor Rita Cossa

cossar@mcmaster.ca
(905) 525-9140 x26197
Office: DSB #223
Meeting by Appointment

Section 1 (Lecture):

Tues. 9:30 a.m. – 11:20 a.m.
Thurs. 9:30 a.m. – 11:20 a.m.
Location: CNH 106

Section 1 (Tutorial):

Tues. 11:30 p.m. – 12:20 p.m.
Thurs. 11:30 a.m. – 12:20 p.m.
Location: CNH 106

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

COURSE ELEMENTS

Credit Value: 3	Leadership: Yes	IT Skills: Yes	Global View: Yes
Avenue: Yes	Ethics: Yes	Numeracy: Yes	Written Skills: Yes
Participation: Yes	Innovation: Yes	Group Work: Yes	Oral Skills: Yes
Evidence-based: Yes	Experiential: Yes	Final Exam: Yes	Guest Speakers: Yes

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. This brief introduction should give you an appreciation of the importance of these business areas.

LEARNING OUTCOMES (LOs)

Upon successful completion of this course, students will be able to complete the following key tasks:

- LO 1: Identify and explain the principles, techniques, and terms used by business practitioners;
- LO 2: Develop your skills (e.g., time management, organization, communication, research, and analysis) while focussing on optimizing your academic performance; and
- LO 3: Collaborate in delivering group presentations that will incorporate research and analysis.

REQUIRED COURSE MATERIALS

Course materials (e.g., lecture slides) are available on Avenue to Learn (Avenue). In addition, you need to purchase the following two items from the Campus Store (Gilmour Hall B101):

Item 1: COMMERCE 1B03 & 1E03 Spring 2019 Custom Courseware for \$15.95 + tax

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 that includes the eBook for \$89 + tax with the option to also purchase a loose-leaf print text that will be shipped directly to you (\$30 plus shipping & handling) **OR** (ii) a paper textbook and access to Connect package for \$129.95 + tax

NOTE: If you purchased Connect for this text in the last six months, you do not need to do so again this term as all you need to do is re-register for Connect.

EVALUATION

Learning in this course results primarily from in-class lectures, in-tutorial participation, and out-of-class preparation and group work. All work will be evaluated on an individual basis except where group work is expected. For group work, members will share the same grade adjusted by the Peer Evaluation process. No extra assignments will be considered for this course. Your final grade will be calculated as follows:

Components and Weights

Individual: Midterm #1 Exam LO 1 and LO 2	Class #6: May 23	25%
Individual: Midterm #2 Exam LO 1 and LO 2	Class #9: June 4	25%
Individual: Noncumulative Final Exam LO 1 and LO 2	Class #14: June 20	25%
Individual: Connect LO 1 and LO 2	15 Chapters: 1% per Chapter	15%
Individual: Tutorial Participation LO 1 - LO 3	Review Tutorial Expectations	0%
Group: Presentation #1 LO 1 - LO 3	Tutorial #5: May 21	5%
Group: Presentation #2 LO 1 - LO 3	Tutorial #11: June 13	5%
Total		100%
Individual Bonus	Tutorial Attendance (Term End)	1%

NOTE: The use of a calculator or dictionary is NOT allowed during examinations for this course.

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 #4 in the term. Instructors may conduct an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

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.

LETTER GRADE	PERCENT	LETTER GRADE	PERCENT	LETTER GRADE	PERCENT
A+	90 – 100	C+	67 - 69	F	0 - 49
A	85 - 89	C	63 - 66		
A-	80 - 84	C-	60 - 62		
B+	77 - 79	D+	57 - 59		
B	73 - 76	D	53 - 56		
B-	70 - 72	D-	50 - 52		

Students who wish to have a course component re-read/re-evaluated (e.g., final exam) must complete the form that can be accessed at http://www.mcmaster.ca/policy/Students-AcademicStudies/Form_A.pdf. In order for the component to be re-read/re-evaluated, 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.

Course Deliverables

a. Individual: Classroom Expectations

Review the Course Schedule and complete the assigned work (e.g., Connect chapter) 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 is required. Common courtesy is expected throughout the term.

Class lectures are not podcasted. You are expected to be present for class. In some instances, podcasts will be assigned (e.g., Chapters 1, 5, and 10). You need to review the podcasts before class as they will take the place of a lecture. This content will not be covered again in class.

Arrive on time. Stay focused on the course content. Do not be distracted by your devices (e.g., laptops). Cell phones need to be put away before the start of class. Class is not to be recorded or photos taken at any time; otherwise, the student will be asked to leave the class.

b. Individual: Tutorial Expectations

Form your own group of five students. Your Tutorial Leader may randomly assign students to a group.

Tutorial exercises contribute to the achievement of course LOs (e.g., develop 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 put them away. Tutorial is not to be recorded or photos taken at any time; otherwise, the student will be asked to leave the class.

Tutorial Deductions: 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 tutorial. In instances where students are not prepared (e.g., do not bring their Coursewares or share their elevator pitches) and/or do not meet deadlines (e.g., submit a Team Contract or the resume and self-reflection), a deduction at the Instructor's discretion will be applied.

In addition, a 1% deduction per tutorial will be applied for each of these 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 information.

c. Individual (Bonus): Tutorial Attendance (1%)

Each student will receive a 1% tutorial bonus in recognition that the above-noted Policy may not support other reasons for missing tutorial. If you have 100% attendance, you will still receive this 1%.

d. Individual: Examinations (75%)

There are three examinations with each examination covering five chapters. Each examination accounts for 25% of your final grade. The examinations consist of equally-weighted multiple-choice questions. You are responsible for all of the assigned work and course content which includes chapter readings, lectures, videos, current events, and podcasts. Sample questions will be shared in class.

e. Individual: Connect Chapters (15%)

Connect is a Web-based learning solution published by McGraw-Hill Education as a supplement to the textbook. It includes the eBook and an assessment program. You are encouraged to complete fifteen Connect chapters throughout the term. To earn 1% per chapter, you need to correctly answer all of the publisher-created and system-generated Connect questions by each deadline. Each deadline will fall prior to that chapter being covered in class. That is, Monday nights by 11:59 p.m. for Class 1 of the week and Wednesday nights by 11:59 p.m. for Class 2 of the week. On an exception, Chapters 1-3, and 5 are due by 11:59 p.m. on May 13.

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 about the concept. For optimal results, work ahead and schedule sufficient time for this work.

f. Group: Presentations (10%)

Review the instructions for the group components in your Courseware. You are expected to contribute consistently and equally to group work throughout the term. With this in mind, your Instructor requires the submission of Avenue tools to support group-work participation.

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 result 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 a 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 this URL: www.mcmaster.ca/academicintegrity.

While there are more examples, the following illustrates 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; and
3. Copying or using unauthorized aids in tests and examinations (e.g., a calculator for this course).

ONLINE COURSE COMPONENTS

In this course we will be using Avenue (<http://avenue.mcmaster.ca>). Students should be aware that when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure, please discuss this with your Instructor.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

Students may request relief from a regularly scheduled midterm, test, assignment or other course component. Please refer to the Missed Course Work and Policy and procedure on the DeGroote School of Business Website at the following link: <http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/>.

If you complete a McMaster Student Absence Form (MSAF), be sure to include your Instructor's name.

STUDENT ACCESSIBILITY SERVICES

Students who require academic accommodation must contact Student Accessibility Services (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.

For more information, consult McMaster University’s Policy for Academic Accommodation of Students with Disabilities at this link: <http://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicAccommodation-StudentsWithDisabilities.pdf>.

POTENTIAL MODIFICATIONS TO THE COURSE

The Instructor reserves the right to modify elements of the course during the term. There may be changes to 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 enrollment in COMMERCE 1B03 or COMMERCE 1E03 will be considered to be an implicit acknowledgement of the course policies outlined in this document or of any other 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.

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). Review the podcasts in the Connect module on Avenue for student resources that are available through Connect to support your success.
2. Innis Library staff can provide research and citation assistance.
3. The Student Success Centre (<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.

COURSE SCHEDULE

Week No.	Class/Tutorial #	Topics and Activities	Source
Week 1	Class #1: May 7	Discussion: Course Outline Speaker: McGraw-Hill Education Discussion: Study Approach and Three Exams	Class Connect Class
	Tutorial #1: May 7	Introductions Discussion: Tutorial Overview Exercise: Group Formation	Tutorial Courseware Tutorial
	Class #2: May 9	The Dynamic Business Environment Podcast The Dynamic Business Environment (bring slides) Ethics and Social Responsibility Podcast	Chapter 1 Chapter 1 Chapter 5
	Tutorial #2: May 9	Discussion: Group Presentation #1 & Evaluation Introduction to Business Research Podcast	Courseware Avenue
	May 13	Connect Chapters 1-3, and 5 due by 11:59 p.m.	Connect
	May 13	Last Day for Enrollment and Changes	Mosaic

Week No.	Class/Tutorial #	Topics and Activities	Source
Week 2 (Change: Order for Tutorial #3)	Tutorial #3 (Tutorial First): May 14	Review Citation Guide (Fall 2018) before Tutorial and complete the Citation Guide Application (Notes) Discussion: Citation Within Slides DUE: Team Contract	Courseware Courseware Tutorial
	Class #3: May 14 (To Follow Tutorial)	How Economic Issues Affect Business Competing in Global Markets	Chapter 2 Chapter 3
	Class #4: May 16	The Role of Government Forms of Business Ownership	Chapter 4 Chapter 6
	Tutorial #4: May 16	Presentation Skills Video Group Work: Group Presentation #1 DUE: Informal Tutorial Leader Feedback	Lynda.com Tutorial Courseware
Week 3	Class #5: May 21	Entrepreneurship and Starting a Small Business Discuss Midterm Process DUE: Informal Course Review	Chapter 7 Class Avenue
	Tutorial #5: May 21	DUE: Files by 5:00 p.m. the Night Before DUE: Presentation Submission (Paper) DUE: Group Presentation #1	Email TA Tutorial Tutorial
	Class #6: May 23	Midterm #1: Chapters 1-5	Class
	Tutorial #6: May 23	Discussion: Group Presentation #2 & Evaluation Discussion: Elevator Pitch Elevator Pitch Videos	Courseware Courseware Lynda.com
Week 4 (Change: 3-Hour Class on Tuesday and 3-Hour Tutorial on Thursday)	Class #7: May 28	Human Resource Management Dealing with Employee-Management Issues and Relations Management and Leadership Discussion: Resume and Self-Reflection	Chapter 12 Chapter 13 Chapter 8 Avenue
	Tutorial #7: May 30	Skim Research Guide and Apply to Your Resume Speaker: Student Experience Exercise: Labour Relations Return: Group Presentation #1	Avenue Tutorial Courseware Tutorial
Week 5	Class #8: June 4	Midterm #2: Chapters 6-8 and 12-13	Class
	Tutorial #8: June 4	DUE: Elevator Pitch and Self-Reflection	Courseware
	Class #9: June 6	Marketing Managing the Marketing Mix	Chapter 14 Chapter 15
	Tutorial #9: June 6	DUE: Any Missed Elevator Pitches from Tutorial #8 Group Work: Group Presentation #2	Tutorial Tutorial
	June 10	DUE: Resume and Self-Reflection by Noon	Avenue

Week No.	Class/Tutorial #	Topics and Activities	Source
Week 6	June 11	No Class or Tutorial - See * Note at the End of Schedule	
	Class #10: June 13	Financial Management Money, The Bank of Canada, and the Financial System	Chapter 17 Chapter 18
	Tutorial #10: June 13	DUE: Files by 5:00 p.m. the Night Before DUE: Presentation Submission (Paper) DUE: Group Presentation #2	Email TA Tutorial Tutorial
Week 7 (Last Week)	Class #11: June 18	Online Course Evaluation (bring laptop or phone) Producing World-Class Goods and Services Podcast Producing World-Class Goods and Services (bring slides)	Class Podcast Chapter 10
	Tutorial #11: June 18	DUE: Confidential Peer Evaluation (individual) DUE: Title Page Stapled to Group Logs (one per group) Exercise: Marketing	Courseware Tutorial Courseware
	Class #12: June 20	Final Examination: Chapters 10, 14-15, and 17-18	Class
	Tutorial #12: June 20	DUE: Informal Course & Tutorial Evaluation (individual) Return: Group Presentation #2	Courseware Tutorial

* **Note:** Time spent outside of class reviewing the three podcasts will replace the June 11 class and tutorial. The classroom remains available for your use in case you wish to practise for Group Presentation #2.