

**Commerce 1B03
Business Environment and Organization
Fall 2019 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 technological - that affect them. This is a sustainability-related course based on the AASHE (www.aashe.org) standards for sustainability.

Prerequisite: Registration in Level I or above in any Humanities, Social Sciences, Health Sciences, or Science program.

Antirequisite: COMMERCE 1E03. This course is not open to students registered in an Engineering, Business, or Commerce program.

INSTRUCTOR AND CONTACT INFORMATION

Professor Rita Cossa

cossar@mcmaster.ca

Office: DSB #223

Office Hour: By Appointment

(905) 525-9140 x26197

Section C01:

Mon. 9:30 - 10:20 a.m.

Thursday 9:30 - 11:20 a.m.

Location: CNH B107

Course Website:

<http://avenue.mcmaster.ca>

COURSE ELEMENTS

Credit Value:	3	Leadership:	Yes	IT Skills:	Yes	Global View:	Yes
Avenue to Learn:	Yes	Ethics:	Yes	Numeracy:	No	Written Skills:	Yes
Participation:	Yes	Innovation:	No	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 an economic, social, legal, competitive, technological, and global perspective. 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.

LEARNING OUTCOMES (LOs)

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

- LO 1: Identify and explain the principles, techniques, and terms used by business practitioners;
- LO 2: Independently evaluate a sustainability topic;
- LO 3: Collaborate in writing an assignment that will effectively integrate research and analysis; and
- LO 4: Develop their skills (e.g., time management, organization, communication, research, and analysis) with a focus on optimizing their academic performance.

REQUIRED COURSE MATERIALS AND READINGS: PURCHASE IN CAMPUS STORE (GH #B101)

Course materials are available on Avenue to Learn (Avenue). In addition, you need to purchase the following:

Item 1: COMMERCE 1B03 Fall 2019 Custom Courseware for approx. \$12.00 + tax

Item 2: Buy one of the following of *Understanding Canadian Business, 10th 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 **OR** (ii) a package that includes the paper textbook and access to Connect for \$149.95 + tax

EVALUATION

Learning results from in-class lectures, group work, and out-of-class preparation. 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

Midterm #1 Exam LO 1 and 4	Mon., Sept. 30 at 9:30 a.m. in class (individual)	25% ¹
Midterm #2 Exam LO 1 and 4	Mon., Nov. 4 at 9:30 a.m. in class (individual)	25% ¹
Midterm #3 Exam LO 1 and 4	Mon., Nov. 25 at 9:30 a.m. in class (individual)	25% ¹
Connect Chapters LO 1 and 4	15 Chapters Throughout the Term (individual)	15%
Group Assignment LO 1, 3, and 4	Thurs., Nov. 1 by noon in DSB 203 box (group)	10% ²
Sustainability Assignment LO 2	Thurs., Nov. 28 in class (individual)	0% ³
Total		100%
Bonus: Resume and Self-Reflection LO 4	Fri., Oct. 4 by noon via Avenue (individual)	1%

¹Students who do not write this Midterm, with their faculty's Associate-Dean's Office approval, will need to still write it no later than the last day of the term. Calculators are not permitted during the Midterm.

²No extension will be approved for this component. Only the paper assignment is graded. A late penalty of 2% of your overall course grade will apply for up to the first 24 hours after the deadline. After this, the mark is zero.

³Failure to submit this complete assignment in class by its deadline will result in a 1% penalty.

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-evaluated 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, the following steps will be followed:

- 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.

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

COURSE DELIVERABLES

Review the Course Schedule and complete any assigned work (e.g., Connect chapter and podcast) 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.

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.

a. Examinations/Midterms - Individual (75%)

There are three examinations throughout the term. You are responsible for all of the assigned work and course content including lectures, videos, current events, and podcasts. Sample questions will be covered throughout the term. Details (e.g., number of questions) will be communicated in class and on Avenue.

b. Connect - Individual (15%)

Register for Connect using your **McMaster University email**. Connect is a Web-based learning solution that includes SmartBook. SmartBook is a digital version of the course textbook. It contains the same content within the textbook. Unlike a typical eBook, SmartBook actively tailors that content to each learner's needs by continually adapting to provide the optimal study path for each learner.

Within SmartBook, you are encouraged to complete fifteen chapters throughout the term by each deadline. Chapters 1 to 3 are due Sunday, September 15 (11:59 p.m.). After this, correctly answer all of the chapter-specific questions by 11:59 p.m. the night before the chapter is covered in class.

You will earn 1% per chapter if you complete all of the questions by the deadline. 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. For optimal results, work ahead and be sure to schedule sufficient time for this work. Refresh your page regularly.

c. Group Assignment - Group (10%)

You will form your group of five in class. You are expected to contribute consistently and equally to group work. Your Courseware includes information to support this assignment. In particular, note the Citation Guide (Fall 2019) that is based on the *Chicago Manual of Style, 17th Edition*. You are required to use the Citation Guide (Fall 2019) alone. In-class exercises will support your understanding of this citation style. The use of an alternate citation style (e.g., MLA or APA) will result in a zero grade for the assignment.

d. Bonus: Resume and Self-Reflection Submission - Individual (1%)

Following guidelines communicated by the Student Success Centre via Avenue and the in-class presentation, create a one- or two-page resume. Follow this with the one page that includes the self-reflection questions and your answers. You decide on the format (e.g., font, line spacing, etc.).

e. Sustainability Submission - Individual (0%)

On one page, summarize a single sustainability issue published in the past six months and highlighted in two different and reliable business sources. The issue can be Canadian or international in focus. You decide on the format. Include your name, student number, course code, and date in the page header. Staple a copy of your research to this submission. Failure to submit this work in class and on time will result in a 1% deduction.

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 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.

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; and
3. Copying or using unauthorized aids in tests and examinations (e.g., a calculator for this course).

AUTHENTICITY/PLAGIARISM DETECTION

In this course we will be using a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. Students will be expected to submit their work electronically either directly to Turnitin.com or via AVENUE plagiarism detection (a service supported by Turnitin.com) so can be checked for academic dishonesty. Students who do not wish to submit their work through AVENUE and/or Turnitin.com must still submit an electronic and/or hardcopy to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com or AVENUE. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). To see the Turnitin.com Policy, please go to www.mcmaster.ca/academicintegrity.

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 components. Adjudication of all requests must be handled by your faculty's Associate Dean's Office. Please refer to the Missed Course Work and Policy and procedure on the DeGroote School of Business Website at the link: <http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/>.

NOTES:

- The McMaster Student Absence Form (MSAF) will not be accepted for your Group Assignment.
- It is University policy that examination results cannot be changed if an examination was written while sick or under the influence of a crisis or compassionate situation. In such instances, speak directly with your Academic Advisor before any deadlines so that you can explore next steps.

STUDENT ACCESSIBILITY SERVICES IN MUSC B107

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. SAS can be contacted by phone 905-525-9140 ext. 28652 or by email at sas@mcmaster.ca. For further 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>.

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students requiring a RISO accommodation should submit their request, including the dates/times needing to be accommodated and the courses which will be impacted, to their Faculty Office normally within 10 days of the beginning of term or to the Registrar's Office prior to their examinations. Students should also contact their Instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

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 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. The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, AVENUE and/or McMaster email.

ACKNOWLEDGMENT OF COURSE POLICIES

Your enrollment in COMMERCE 1B03 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.

THE STUDENT WELLNESS CENTRE IN MUSC B101

The Student Wellness Centre is the place on campus to address your wellness needs. It provides a range of counselling options, medical services and wellness programs so that you can get the most out of your McMaster experience, academically and personally. Contact can be by in person, by phone (905-525-9140 ext. 27700), or by email at wellness@mcmaster.ca.

PLACES TO GET HELP

Start first by considering available resources (e.g., your Instructor, the text and the Custom Courseware). Additional resources that you can consider to achieve your academic goals are noted next.

1. Innis Library staff can provide research and citation assistance.
2. 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 - SEE AVENUE