

## Commerce 1E03 Winter 2020 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](http://www.aashe.org)) standards for sustainability.

**Prerequisite:** Registration in Business 1

#### INSTRUCTOR AND CONTACT INFORMATION

**Professor Rita Cossa**

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

Office Hours:

Wed. 10:30 a.m. – 11:30 a.m.  
and by appointment

**Section 1:**

Tues. 12:30 p.m. – 1:20 p.m.  
Wed. 12:30 p.m. – 1:20 p.m.  
Location: BSB 147

**Section 3:**

Thurs. 7:00 p.m. - 8:50 p.m.  
Location: CNH 104

**Section 2:**

Tues. 2:30 p.m. – 3:20 p.m.  
Fri. 2:30 p.m. – 3:20 p.m.  
Location: PGCLL 127

**Tutorials 1 – 24:**

See Mosaic

**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: 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 key tasks:

- LO 1: Identify and explain the principles, techniques, and terms used by business practitioners;
- LO 2: Participate in weekly tutorials that require timely attendance, preparation, and submissions;
- LO 3: Collaborate in delivering group presentations that incorporate research and analysis; and
- LO 4: Develop skills (e.g., time management, organization, communication, research, analysis, etc.) while focussing on optimizing academic performance.

## REQUIRED COURSE MATERIALS

Course materials are available on Avenue to Learn (Avenue). In addition, you need to purchase the following two items from the Campus Store (GH B101):

**Item 1:** COMMERCE 1E03 Winter 2020 Custom Courseware for \$15.95 + 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 \$92.95 + 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 \$149.95 + tax

## EVALUATION

Learning results from lectures, in-tutorial participation, out-of-class preparation, and group work. 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. Your final grade will be calculated as follows:

### Components and Weights

Individual: Midterm Exam LO 1 and 4	Feb. 7	35%
Individual: Noncumulative Final Exam LO 1 and 4	Scheduled by the Office of the Registrar	40%
Individual: Connect LO 1 and 4	Average of 15 Chapters	10%
Individual: Tutorials LO 1 - 4	Weekly Attendance and Participation	0%
Group: 24-Hour Case LO 1, 3, and 4	Jan. 24 - 25	5%
Group: Presentation #1 LO 1 - 4	Tutorial #6 (Week of Feb. 10)	5%
Group: Presentation #2 LO 1 - 4	Tutorial #10 (Week of March 16)	5%
<b>Total</b>		<b>100%</b>
Individual Bonus: LO 1 and 4	McMaster World Congress (Feb. 6 & 7)	Up to 1%
Individual Bonus: LO 2	Tutorial Attendance	1%

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

## **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 (e.g., Final Exam) must complete the form that can be accessed at [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 GH 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.

<b>COURSE DELIVERABLES</b>
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### **I. Overall Expectations**

**a. Classroom:** 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.

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, you will be asked to leave the class.

**b. Tutorial:** Form your own group of five or six students in your registered tutorial. Your Tutorial Leader may randomly assign students to a group. This will be the same group for DeGroot's 24-Hour Case.

You are expected to attend your registered tutorial every week, prepared, and on time. Tutorial exercises contribute to the achievement of course LOs (e.g., presentations). Tutorials will not be used to review class content; direct such queries to Professor Cossa. Common courtesy is expected throughout the term.

Unless specified, electronic items (e.g., cell phones and laptops) are not permitted in your tutorial so turn them off and put them away. Similar to class, tutorials are not to be recorded or photos taken at any time; otherwise, you will be asked to leave the class.

**Deductions:** As for business meetings, you are expected to arrive on time and to be prepared to actively participate. If this is not the case, there are two categories of deductions.

**i. Preparation:** In instances where students are not prepared (e.g., do not bring their Coursewares to each tutorial) and/or do not meet deadlines (e.g., submit a Team Contract and/or completed Exercise 1), a deduction at the Instructor's discretion will be applied.

**ii. Attendance:** On a weekly basis, 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 information on what to do to receive an exemption from this deduction.

**Tutorial Attendance Bonus:** If a student attends at least six tutorials, they will receive a 1% tutorial bonus. This is in recognition that the above Policy may not support other personal reasons for missing tutorial.

## II. Individual: Examinations (75%)

The midterm examination accounts for 35% of your final grade. It will be 75 minutes (1.25 hours) in length and it will cover seven chapters (Chapters 1 - 7). The noncumulative final examination accounts for 40% of your final grade. Scheduled by the Office of the Registrar, the noncumulative final examination will be 120 minutes (2 hours) in length. It will cover the balance of the eight chapters (Chapters 8, 10, 12 - 15, and 17 - 18).

Both examinations consist of equally-weighted multiple-choice questions. You are responsible for all of the assigned work and course content which includes lectures, videos, and podcasts. Sample questions will be covered throughout the course. Details will be communicated prior to each examination.

## III. Individual: Connect (10%)

Register for Connect using your **McMaster University email**. Connect is a Web-based learning solution that includes SmartBook. SmartBook includes a digital version of the textbook as well as assignments (e.g., publisher created and chapter-specific multiple-choice questions). SmartBook actively tailors content to each learner's needs by continually adapting to provide the optimal study path for each learner.

Correctly answer all of the questions by each Monday (11:59 p.m.) for the chapters that will be covered in class that week. Your grade will be based on the average of the 15 chapters completed.

### NOTES:

- The first three chapters (1, 2, and 5) are due by Monday, January 13 (11:59 p.m.).
- For optimal results, work ahead and schedule sufficient time for this work.
- Refresh your page regularly.
- Partial marks (based on the correct number 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.
- If you are using the ReadAnywhere app, ensure that you are connected to the Internet before the deadline so that your work can be uploaded to Connect before the deadline.

#### **IV. Individual Bonus: McMaster World Congress (MWC) on Thurs., Feb. 6 & Fri., Feb. 7 (Up to 1%)**

This year's theme is artificial intelligence. You can earn up to 1% by attending two, free, fifty-minute presentations (0.5% per presentation) in the McMaster University Student Centre (MUSC), CIBC Hall, 3rd Floor. You must register for the limited-seating presentations via [worldcongress.mcmaster.ca](http://worldcongress.mcmaster.ca) in January. Be sure to scan your student card before entering the presentation room to confirm your timely attendance. You must dress in business formal attire (i.e., business suit). Direct any questions to [worldcongress@mcmaster.ca](mailto:worldcongress@mcmaster.ca).

#### **V. Individual Bonus: Tutorial Attendance (1%)**

As noted earlier, if a student attends at least six tutorials, they will receive a 1% tutorial bonus.

#### **VI. Group: DeGroot 24-Hour Case on Fri., Jan. 24 & Sat., Jan. 25 (5%)**

This experiential-learning group activity is a case opportunity for students to solve a specific problem related to financial literacy. Over an 18-hour period (Fri., Jan. 24 from 5 p.m. to 9 p.m. and Sat., Jan. 25 from 8 a.m. to 6 p.m.), students will be asked to gather research, generate ideas, and present their recommendations using a PowerPoint presentation to a judging panel. Business casual attire is mandatory. Review the BCom Bulletin for information. There will also be a speaker that will discuss this event during the Week of January 13. Send any questions to [buscom@mcmaster.ca](mailto:buscom@mcmaster.ca). For information, read Appendix B - Managing Personal Finances.

#### **VII. Group: Tutorial Presentations (10%)**

Review the instructions in your Courseware for the two tutorial presentations. You are expected to contribute consistently and equally to group work throughout the term and this includes your participation in the three group presentations. With this in mind, your Instructor requires the submission of Courseware tools to support group-work participation. Details will be discussed in tutorial.

### **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](http://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 components. Refer to the Missed Course Work and Policy and procedure on the DeGroot School of Business Website at <http://ug.degrootemcmaster.ca/forms-and-resources/missed-course-work-policy/>. This includes contacting your Instructor to be informed of the implications for missing a course component. Review the Courseware's content (Tutorial #1 - Tutorial Overview) for some details.

### 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](mailto: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 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.

## **THE STUDENT WELLNESS CENTRE IN PGCLL 210**

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 in person, by phone (905-525-9140 ext. 27700), or by email at [wellness@mcmaster.ca](mailto:wellness@mcmaster.ca).

## **ADDITIONAL PLACES TO GET HELP**

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

1. Innis Library staff (KTH 108 - <https://library.mcmaster.ca/spaces/innis>) provide research and citation assistance.
2. The Student Success Centre (GH 110 - <http://studentsuccess.mcmaster.ca>) offers workshops and support programs that assist with the development of many academic and life skills.

## **COURSE SCHEDULE - SEE AVENUE**