# IBH 1AB3 Winter 2022
# Perspectives on Canadian Business
# Course Outline

## DeGroote School of Business, Strategic Management Area
## McMaster University

## COURSE OBJECTIVE

This course will examine how the business environment can affect Canadian organizations and their stakeholders. Functional areas of business will be introduced to understand the basics of management.

## INSTRUCTOR AND CONTACT INFORMATION

**Professor Rita Cossa**
cossar@mcmaster.ca
**Student Zoom Hours:**
By Appointment

**Section C01 in CNH 102**
Mon. 11:30 – 1:20
Wed. 11:30 – 12:20

**Weekly Student Zoom Hours**
Thurs. 2:00 – 4:00
TA: Caitlyn

**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: | Yes | Written Skills: | Yes |
| Participation: | Yes | Innovation: | Yes | Group Work: | Yes | Oral Skills: | Yes |
| Evidence-based: | Yes | Experiential: | Yes | Final Exam: | No | Guest Speakers: | Yes |

## COURSE DESCRIPTION

This course will introduce students to business principles, techniques, and terms within both the Canadian and global context. It will include a discussion on the business environment, management theory, and the introduction of functional areas of business. Upon completion, students will have a foundation for future business courses.

## LEARNING OUTCOMES (LOS)

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

- LO 1: Identify and apply principles and terms used by business practitioners.
- LO 2: Actively contribute to group decision-making through an online simulation with the goal to manage a financially healthy and profitable company.
- LO 3: Consider and evaluate each member's overall online simulation contributions.
- LO 4: Collaborate in delivering each group video based on your online simulation experience.
- LO 5: Develop your skills (e.g., time management, organization, communication, analysis, etc.) while focussing on optimizing academic performance.

## REQUIRED COURSE MATERIALS: REGISTRATION INSTRUCTIONS IN AVENUE TO LEARN

Access to Three (Free) Online Platforms: Avenue to Learn (Avenue) - http://avenue.mcmaster.ca), Zoom - http://mcmaster.ca.us/, and Top Hat - https://tophat.com/

Through the Campus Store's Inclusive Access Program (see information in Avenue), you have digital access to Connect, a Web-based learning solution that includes the etext (Nickels, William G., James M. McHugh, Susan M. McHugh, Rita Cossa, and Julie Stevens. *Understanding Canadian Business*. 10th Canadian ed. Toronto: McGraw-Hill Ryerson, 2019) and SmartBook for C$81.95

- Optional (Campus Store): Package with paper textbook and access to Connect for C$119.95 + tax
- Optional (Publisher): Purchase a loose-leaf print text for C$30 plus shipping & handling

Register for CapsimCore Business Simulation for US$35.99 through the class widget will be discussed in class

## ASSESSMENT: COMPONENTS AND WEIGHTS

There are no extra assignments. See the Course Schedule for details. Your final grade is calculated as follows:

| | | |
|---|---|---|
| Individual: LO 1, LO 5 | Midterm #1 (Feb. 12): 6 Chapters<br>Midterm #2 (April 2): 6 Chapters | 30%<br>30% |
| Individual: LO 1, LO 5 | SmartBook Assignments: Average of 15 chapters of up to 0.67% each | 10% |
| Individual: LO 1, LO 5 | Application-Based Activities (ABAs): 6 ABAs of up to 0.5% each | 3% |
| Individual: LO 2, LO 5 | CapsimCore User Guide Quiz (Feb. 18)<br>CapsimCore Video Quiz (Feb. 18) | 2%[1,2]<br>2%[1,2] |
| Group: LO 1, LO 2, LO 5 | CapsimCore Simulation (March 13 – April 8) | 15%[1,2] |
| Group: LO 4, LO 5 | CapsimCore Video (April 11) | 5%[1,2] |
| Individual: LO 3, LO 5 | CapsimCore Peer Evaluation (April 11) | 3%[1,2] |
| Total | | 100% |
| Participation Bonus | Based on active participation (see p. 4) | |

[1]Students that do not complete this work by the deadline will receive a grade of 0 as there are no extensions or re-weighting. See the next page for details.

[2]Students that that are not part of a group will receive a mark of 0.

## Course Overview: Weekly Deadlines

Deadlines are firm and a missed deadline will result in a mark of zero (0), unless otherwise stated below. Consider what to do below for an extension, if applicable, as **there is no re-weighting**.

Review the Missed Course Work Policy for details on the McMaster Student Absence (MSAF) and the Notification of Absence.

| Delivery & Component | Platform | Day of Week | Deadline Time | What to Do if You Miss the Deadline and Do Not Want 0 |
|---|---|---|---|---|
| SB Assignments (Based on Text Chapters) | Connect | Sun. | 11:00 p.m. | Submit an MSAF that includes my email; in the follow up email to me state (1) why you missed the deadline and (2) the new day and time when you will complete this work in the days following the deadline |
| ABAs | Connect | Fri. | 11:00 p.m. | Same as above |
| Midterm #1<br>Midterm #2 | Avenue<br>Avenue | Sat., Feb. 12<br>Sat., April 2 | 9:00 a.m.<br>9:00 a.m. | Contact the Student Experience Office (buscom@mcmaster.ca) to request conflict approval and include supporting documentation when completing a Notification of Absence; if approved, be prepared to complete a Midterm in the days following the deadline |
| CapsimCore Quizzes<br>User Guide<br>CapsimCore Video | Avenue<br>Avenue | Fri., Feb. 18<br>Fri., Feb. 18 | 11:00 p.m.<br>11:00 p.m. | MSAF will not be approved and no extension will be granted |
| CapsimCore Decisions<br><br>Team Meetings | Capsim.com<br><br>Your Choice of Platform | Tues. (even years)<br>Fri. (odd years)<br><br>As Needed and Team Scheduled | 11:00 p.m.<br>11:00 p.m.<br><br>Plan for deadlines | MSAF will not be approved and no extension will be granted<br><br>Team shares the same mark; communicate any issues (e.g., you miss a meeting) within your team as it is up to you to make up the missed work |
| CapsimCore Video | Zoom | Mon., April 11 | Class | MSAF will not approved and no extension will be granted |
| Peer Evaluation | Capsim.com | Mon., April 11 | 11:00 p.m. | MSAF will not approved and no extension will be granted |

## 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 | | |

**Final Grade Participation Bonus: Progress Evaluated Through Top Hat > Gradebook**

- To be eligible, you need to participate in a minimum number of classes from **Week 2 to Week 13**. Then, if your mark is in the "grey zone" between letter grades, your Instructor will use her discretion to adjust your final grade. For example, a grade of 79.6% (B+ above), would be adjusted to an A-.
- Participation includes two attendance polls for each class so you need to be in attendance and on time. The minimum attendance is 22 attendance confirmations (11 out of 12 classes).
- You also need to complete polling questions and participate in discussions that can occur via Breakout Rooms (e.g., your camera is on and you are engaging in discussions) or the classroom.

**NOTE:** No reason (e.g., MSAF, Internet issue, illness, etc.) will be accepted for missed work.

## COURSE DELIVERABLES

This is a required blended IBH foundational course where common courtesy is always expected. Blended format means that there will be an asynchronous component. With asynchronous learning, you are expected to be an independent learner whereby you create your own learning schedule. Consequently, you will have some flexibility and can complete work at your own pace while keeping deadlines in mind.

Learning will occur primarily through a self-paced manner under your Instructor's guidance and with the course LOs in mind. Preparation includes reviewing files and pre-recorded podcasts posted in Avenue, McMaster University's Learning Management System (LMS) as well as pre-tests (e.g., SmartBook Assignments) and post-tests (e.g., ABAs). As has always been the case, expect that significant learning will take place outside the classroom. To maximize your academic performance, stay focused and schedule sufficient time to complete all the work by each deadline, all in EST, while keeping your health and commitments in mind.

All sections will use Zoom (primarily for Chat question and to share files) and Top Hat (to deliver course content and to capture attendance and participation). A recording of these classes will not be posted as you are expected to be in attendance. To understand these platforms, review the information in the Getting Started module in Avenue. Here is additional information:

- At the beginning of each class, login to both Top Hat and Zoom for participation purposes.
- You can find the Zoom link in the *About the Course* module in Avenue. You must sign in with your @mcmaster.ca email as only authenticated users can access the class. This is also the case for any Student Hours you attend.
- If this is the first access to Top Hat, register with your @mcmaster.ca email.
- You will receive Top Hat registration details in your @mcmaster.ca email prior to our first class.
- Direct all questions to Top Hat Support. See Avenue for contact details.

**I. Individual Examinations (60%): Midterm #1 on February 12 (30%) and Midterm #2 on April 2 (30%), both at 9:00 a.m. via Avenue Quizzes**

Review two Avenue modules for optimal results: *How to Approach the Course* and *Study Approach*. Worth 30% of your final grade, each "open book" Midterm will be 50 minutes in length and will cover six chapters each. Both Midterms consist of equally weighted multiple-choice questions.

You are responsible for the assigned work and course content which includes both class content as well as asynchronous content. In addition to providing two practice quizzes, sample questions will be covered during class as well as included on some chapter podcasts. More details will be communicated prior to each Midterm.

**II. Individual SB Assignments through Connect (10%): Sundays by 11:00 p.m.**

You have access to Connect through a widget on the Avenue homepage to the left of Announcements. Connect is a Web-based learning solution that gives students access to SmartBook. Instructions on Connect are available in Avenue's *Getting Started* module.

SB includes an adaptive textbook as well as SB Assignments. These Assignments are publisher created and chapter-specific multiple-choice questions. Correctly answer the questions by each deadline through unlimited attempts. The questions are based on highlighted content in the adaptive textbook; however, for midterm purposes you are responsible for all chapter content.

**NOTES:**

- Direct all Connect issues to Connect Support (details are in Avenue).
- You can complete the questions early and in multiple sittings. Plan for 60-90 minutes per chapter.
- You will be tested on 50 concepts and approximately 100 questions per Assignment. For incorrectly answered questions, the system will generate additional questions.
- Refresh your page regularly especially if you step away from your electronic device.
- Partial marks (based on the correct number completed by the deadline) are possible.
- Reasons for missed deadlines (e.g., I had Internet issues) will not be accepted; however, you can apply for an MSAF to be approved for an extension to complete this work as there is no re-weighting.
- If using the ReadAnywhere App, connect to the Internet for answers to be submitted by the deadline.
- Students that access an Assignment through the Avenue homepage widget may see a message that they missed the deadline even though they completed the Assignment on time. To avoid this message, access each Assignment through the applicable weekly Avenue module.
- After the due date, scores do not change and Assignments are converted to Recharge mode. Recharge allows you to continue practicing concepts and receiving feedback.
- Chapters 2, 16, and 18 are assigned to support your understanding of business concepts for CapsimCore; however, you will not be tested on these chapters for the Midterms.

**III. Individual ABAs (3%): Fridays by 11:00 p.m.**

Accessed through SB, ABAs are case studies for students to develop their problem-solving skills with guided practice. Ranging from understanding foundational concepts to solving complex scenarios, you have <u>one attempt</u> to apply their knowledge to situations they might face in their careers. Answers are not negotiable.

**IV. CapsimCore Quizzes (4%) - User Guide (2%) and Video (2%): February 18 by 11:00 p.m.**

To support your success with CapsimCore, you are encouraged to review the supporting documentation in Avenue and complete each Quiz. Details will be shared in class.

**V. Group CapsimCore Simulation (15%): Tuesdays & Fridays by 11:00 p.m.**

Register for CapsimCore with your @mcmaster.ca email. CapsimCore is a flexible online business simulation that provides a hands-on environment where students can apply course concepts while exploring the

challenges of running a business. Over five weeks, each team will make business decisions as they manage a company that creates sensors. Due to changes in the legal environment, teams must focus on improving their products through decisions in four areas: Research and Development; Marketing; Production; and Finance.

You will form your group of five students. CapsimCore starts with two practise rounds so students can understand the simulation as they develop their group skills. This is followed by eight rounds of decisions that will cover a period of eight years with the goal to manage a healthy and profitable company. All team members will share the same final grade which will be based on their company's results in six key performance indicators (KPIs) – profit, market share, ROS, ROA, ROE, and stock price – as compared to the results of the other teams in the course. Be prepared to meet outside of class time to make decisions by each deadline. During meetings, be visible as you participate (i.e., talk). **If you do not actively participate, you will be "fired" from your group.**

Contact me now if you do not plan to participate in group work as you will not be placed in a group. Your decision means that you will receive 0 for the CapsimCore components and a notation of INC in your transcript as you will not have met all the course LOs.

**NOTES:**

- Direct all questions to Capsim Support. Contact details are in Avenue.
- Review the files and videos posted in Avenue for information.
- Complete the online tutorials as per the Course Schedule and before the simulation begins.
- Once you have been placed in your CapsimCore team, you can begin work on your Team Charter.
- Once a deadline passes, you can make decisions for the next round.
- When inputting your Year 8 decisions, assume that the company will continue to operate beyond Year 8 and along the same trajectory as the earlier years.

**VI. Group CapsimCore Peer Evaluation (3%): April 11 by 11:00 p.m.**

Submit peer ratings though your CapsimCore Dashboard. You will be assessing each member in your group, including yourself, across three areas: self-management/accountability; quality of work and conceptual performance; and quantity of work. Add supporting comments. Set aside at least 45 minutes to complete each Peer Evaluation. Without exception, failure to complete either Peer Evaluation by its deadline will result in a grade of zero for that student.

**VII. Group CapsimCore Video (5%): April 11 in Class**

Each video is to be a maximum of eight minutes and needs to be closed captioning enabled. You decide on the content with attire consistent with the theme chosen. Groups will be evaluated in three areas: (1) the thoroughness of the presentation content (e.g., detail the decision-making process and results from Years 1 to Year 8); (2) communication skills (e.g., introduction, conclusion, speakers are clear and keep a good pace, easy to follow, etc.); and (3) creativity. Each member should have relatively equal presentation time.

**NOTES:**

- Be prepared to introduce your video as a group. All members should attend the full class.
- The video link is due in the Assignment folder by 11:00 p.m. the night before (April 10) by 11:00 p.m.

## 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. All students will receive feedback for at least 20% of their final grade prior to the final date by which a student may cancel the course without failure by default. Your

Instructor may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

## ACADEMIC INTEGRITY

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. **It is your responsibility to understand what constitutes academic dishonesty.**

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.

For information on the various types of academic dishonesty, please refer to the *Academic Integrity Policy*, located at https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/. 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.
3. Copying or using unauthorized aids in tests and examinations.

## REQUESTING RELIEF FOR MISSED ACADEMIC WORK

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar by reviewing *Requests for Relief for Missed Academic Term Work*. and this link: http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/.

## AUTHENTICITY/PLAGIARISM DETECTION

This course will not use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work.

## COURSES WITH AN ONLINE ELEMENT

Some courses may use online elements (e.g., email, Avenue, Top Hat, Capsim, Connect, Web pages, etc.). Students should be aware that when they access the electronic components of a course using these elements, private information such as first and last names, usernames for the McMaster email 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 a course that uses online elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure, please discuss this with your Instructor.

## ONLINE PROCTORING

This course will not use online proctoring software for tests and exams.

## CONDUCT EXPECTATIONS

As a McMaster University student, you have the right to experience, and the responsibility to demonstrate,

respectful and dignified interactions within all our living, learning, and working communities. These expectations are described in the *Code of Student Rights & Responsibilities* (the "Code"). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with University functions on online platforms (e.g., use of Avenue, Zoom, or Top Hat for delivery) will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved student's access to these platforms.

## ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES

Students with disabilities who require academic accommodation must contact Student Accessibility Services (SAS) through its site or by calling 905-525-9140 ext. 28652 to make arrangements with a Program Coordinator. For further information, consult McMaster University's *Academic Accommodation of Students with Disabilities* policy.

## 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 should submit their request to their Faculty Office ***normally within 10 working days*** of the beginning of term in which they anticipate a need for accommodation 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.

## COPYRIGHT AND RECORDING

Students are advised that lectures, demonstrations, performances, and any other course material (e.g., podcasts) provided by an Instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical, and artistic work, **including lectures** by University instructors.

The recording of lectures or other methods of instruction are prohibited during this course except by your Instructor. If your Instructor records the lectures, she has no plans to release these recordings. As a result, you are encouraged to attend the lecture so that you do not fall behind. Students should be aware that their voice and/or image may be recorded during the class. Please speak with the Instructor if this is a concern for you.

## EXTREME CIRCUMSTANCES

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 IBH 1AB3 will be considered implicit acknowledgement of the course policies outlined above or any other that may be announced during lecture and/or in 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 SCHEDULE

This information is included in the Avenue course shell.

Updated: January 2, 2022