

COMMERCE 1E03 Winter 2023 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](#) standards for sustainability.

Prerequisite: Registration in Business 1

INSTRUCTOR AND CONTACT INFORMATION

Professor Rita Cossa (she/her)
cossar@mcmaster.ca
Student Zoom Hours:
By Appointment

C01 in TSH B128
Tues., Thurs., Fri. 8:30 – 9:20

C02 in TSH B128
Mon., Thurs., 3:30 – 4:20
Tues. 4:30 – 5:20

Weekly Student Zoom Hours
Thurs. 1:30 – 3:30
Teaching Assistant (TA): Meagan

C03 in BSB 147
Tues. 7:00 – 10:00

C04 in TSH B128
Mon., Thurs., 9:30 – 10:20
Tues. 10:30 – 11:20

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

NOTE: Send all communications using your McMaster email only and excluding Avenue to Learn (Avenue). Emails should follow grammar rules and be concise. They need to include the following: a completed Subject line with the course code, your section number, and communication purpose (e.g., COMM 1E03 C05 – Meeting Request); a salutation (e.g., Good Morning, Professor Cossa); the details of your request in the body; and a closing that includes your name and Avenue group number if your request is related to group work.

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:	No	Guest Speakers:	Yes

COURSE DESCRIPTION

All organizations must continuously scan the business environment and understand what is happening externally so they know how to best leverage their internal strengths as they pursue their strategies. With a focus on Canadian business, you will be introduced to different functional areas of business. 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 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 apply principles and terms used by business practitioners.
- LO 2: Actively contribute to group decision-making that includes an online business simulation with the goal to manage a financially healthy and profitable company.
- LO 3: Consider and evaluate each team member's overall group contributions.
- LO 4: Develop their skills (e.g., time management, communication, analytical, etc.) while optimizing academic performance.

COURSE MATERIALS (REQUIRED)

- (1) Access to Three Online Platforms (Free): Avenue, Top Hat, and Zoom
- (2) Campus Store's Inclusive Access Program (\$81.95): Digital access to Connect based on *Understanding Canadian Business*, 11th Canadian ed. by Nickels, McHugh, McHugh, Cossa, and Stevens
- (3) CapsimCore Simulation (US\$35.99): Register Through Avenue Capsim Widget

COURSE OVERVIEW AND ASSESSMENT

There are no extra assignments or re-weighting. (See p. 3 for what to do if a deadline is missed.) Your final grade is calculated as follows:

Individual: LO 1, LO 4	Midterm #1: 6 Chapters Midterm #2: 6 Chapters	30% 30%
Individual: LO 1, LO 4	SmartBook (SB) Assignments: Average of 15 chapters of up to 0.66% each	10%
Individual: LO 1, LO 4	Application-Based Activities (ABAs): 12 ABAs of up to 0.33% each	4%
Individual: LO 1, LO 2, LO 4	CapsimCore Online Training CapsimCore User Guide Quiz CapsimCore Video Quiz	2% ¹ 2% ¹ 2% ¹
Individual: LO 3, LO 4	CapsimCore Peer Evaluation	5% ¹
Group: LO 2, LO 4	Team Charter	0% ²
Group: LO 1, LO 2, LO 4	CapsimCore Simulation	15% ^{1,3}
Total		100%
Individual: Bonus LO 1, LO 4 Individual: Bonus LO 4	Final Grade: Participation Bonus (see p. 4) Reflections (see p. 6)	 1%

¹Students not participating in a group at the time of the deadline will receive a mark of zero.

²Failure to submit the group's Team Charter will result in a notation of INC (incomplete) in transcripts.

³An exception to ¹ is fired students. At the discretion of Professor Cossa, they may individually complete the full simulation by the Round 8 deadline. If they miss this deadline, they will receive a mark of zero.

Deadlines

Deadlines are firm and a missed deadline will result in a mark of zero unless an extension is an option as noted below. Review the [Missed Course Work Policy](#) for details on the [McMaster Student Absence Form \(MSAF\)](#) and the [Notification of Absence](#).

Component	Platform	Day of Week	Deadline (EST)	What to Do if You Miss the Deadline and Do Not Want Zero
Before Class: SB Assignments	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 <u>in the days following the deadline</u>
After Class: ABAs	Connect	Fri.	11:00 p.m.	Same as above
Midterms: Midterm #1 Midterm #2	Avenue Avenue	Fri., Feb. 10 Fri., March 31	6:00 p.m. 6:00 p.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 <u>in the days following the deadline</u>
Getting to Know CapsimCore: Online Training User Guide Quiz Video Quiz	Capsim Avenue Avenue	Fri., March 3 Fri., March 3 Fri., March 3	11:00 p.m. 11:00 p.m. 11:00 p.m.	MSAF will not be approved and no extension will be granted
CapsimCore Decisions	Capsim	Tues. (odd years) Fri. (even years)	11:00 p.m. 11:00 p.m.	MSAF will not be approved and no extension will be granted
Team Meetings	Your Choice	As Needed	Plan for deadlines	Team shares the same mark; address issues in your team
Peer Evaluation	Capsim	Tues., April 11	11:00 p.m.	MSAF will not approved and no extension will be granted
Bonuses: Participation Reflection #1 Reflection #2	Top Hat Avenue Avenue	Registered Classes Fri., Feb. 17 Fri., March 17	Classes 11:00 p.m. 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 and Participation Bonus: Evaluated Through Top Hat and Noted in Top Hat > Gradebook

- If your earned mark is between letter grades (see above), your eligibility will be assessed. If applicable, the bonus will be applied (e.g., a mark of 79.5% would be adjusted from a B+ [77-79] to an A- [80-84]).
- To be eligible, **(1)** attend a minimum number of classes from Weeks #3-12; **(2)** submit class polling answers; and **(3)** participate in class discussions.
 - Participation includes two attendance polls for each class so be in class on time.
 - C01, C02, and C04: Minimum attendance is 30 attendance confirmations (15 out of 17 classes).
 - C03 (Night Class): Minimum attendance is 16 attendance confirmations (8 out of 9 classes).

NOTE: No reason (e.g., MSAF, connectivity issue, illness, etc.) will be accepted for missed participation.

COURSE DELIVERABLES

This foundational active learning course is delivered on campus. No class recordings will be posted so regularly attend your registered section. Arrive on time and prepared to engage with both the content and your peers.

As has always been the case, expect that significant learning will take place outside the classroom so create your learning schedule. Weekly Avenue modules will outline scheduled work. This includes completing assigned work *before* class (e.g., review posted class files and complete pre-tests such as SB Assignments) as well as *after* class (e.g., complete post-tests such as ABAs and read weekly End-of-Week Announcements). To maximize your academic performance (LO 4), stay focused and remain informed by attending class and making notes, regularly reviewing the Course Outline and Avenue files, and daily reading your McMaster emails and Avenue Announcements. More component details will be communicated as deadlines approach. Finally, schedule sufficient time to complete the work by each deadline which includes preparing for each Midterm as the chapters are completed each week.

To understand course-related platforms, review Avenue’s *Getting Started* module. For example, Top Hat will be used to capture class attendance and participation. Keep the following in mind:

- All Top Hat issues are to be directed to Top Hat Support with contact details in Avenue.
- Based on your Jan. 2 email, register for Top Hat before the first class with your McMaster email.
- You need to be in class on campus to participate in Top Hat.
- Login to Top Hat before the start of class to submit the first attendance poll.

I. Examinations (60%): Midterm #1 (30%) and Midterm #2 (30%) via Avenue Quizzes

Worth 30% of your final grade, each “open book” Midterm will cover six chapters. Completed through Avenue Quizzes, both Midterms consist of equally weighted multiple-choice questions based on course content (e.g., chapters and class discussions). In addition to two practice Quizzes, sample questions will be incorporated during class chapter discussions so that you may prepare weekly for each Midterm.

II. Connect: E-Text, SB Assignments, and ABAs

Connect is a Web-based learning solution with access to SB (SmartBook). SB includes an adaptive e-text as well as SB Assignments and ABAs (Application-Based Activities). Connect instructions are available in Avenue's *Getting Started* module. While you can access Connect through the Avenue homepage widget, access your SB Assignments and ABAs through the weekly Avenue modules to avoid "overdue" messages.

a. Before Class Pre-Tests > SB Assignments (10%): Sundays by 11:00 p.m.

SB Assignments are publisher created multiple-choice questions based on chapter concepts. You will be assessed on 40 concepts per chapter though the number of chapter concepts vary. Questions are based on highlighted content in the adaptive textbook; however, you are responsible for **all** chapter content for Midterms.

NOTES:

- Direct all Connect issues to Connect Support with contact details in Avenue.
- Estimate 48-72 minutes per Assignment. Wrong answers will generate new questions.
- You may complete each Assignment early, in multiple sittings, and through **unlimited** attempts.
- 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 may 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, link to the Internet for answers to be submitted by the deadline.
- 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 in the Midterms.

b. After Class Post-Tests > ABAs (4%): Fridays by 11:00 p.m.

ABAs are case studies for students to develop their problem-solving skills with guided practice. Ranging from understanding foundational concepts to solving complex scenarios, through **one** attempt students need to apply their knowledge to situations they might face in their careers. *Answers are not negotiable.*

III. Capsim-Core Related Work

Form your group of **five or six students** in your registered section. You will be assigned three group numbers: **(1)** your course group number that includes your section number (e.g., C05-22) and must be included in your Team Charter; **(2)** your CapsimCore team number (e.g., Team 190); and **(3)** your CapsimCore industry where you will compete against five computer teams. See Avenue for these numbers.

NOTE: Email me today if you do not plan to participate in group work. Your decision means you will receive zero for the CapsimCore-related components (26%) and a notation of INC in your transcript.

a. Team Charter (0%)

Once your group is formed, begin work on your Team Charter. Follow instructions for this required submission (e.g., all members sign to confirm their agreement).

While some class time is earmarked for meetings, you need to still schedule meetings to make decisions by each deadline. Expect earlier rounds to take up to two hours each assuming all members are prepared and focused during discussions. During meetings, actively participate in discussions and decisions. Students that do not actively participate may be "fired"; details of this process are outlined in the Team Charter and includes a required group meeting with one of my TAs to discuss concerns.

NOTE: Failure to submit the Team Charter will result in a notation of INC (incomplete) in your transcript.

b. CapsimCore Simulation (15%): Tuesdays and Fridays by 11:00 p.m.

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 (R&D); Marketing; Production; and Finance.

Access Capsim through the Avenue widget. **This includes registering for CapsimCore during Week 1.** 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. You will be competing against other teams in your section. 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, return on sales (ROS), return on assets (ROA), return on equity (ROE), and stock price.

NOTES:

- Direct all questions to Capsim Support with contact details in Avenue.
- Review the files and videos posted in Avenue and Capsim for information.
- Once a deadline passes, you can make decisions for the next round.
- You will compete against five computer teams; however, your results will be compared to course teams.
- When inputting your Round 8 decisions, assume that the company will continue to operate along the same trajectory as earlier years.

c. Getting to Know CapsimCore (6%): Online Training (2%), User Guide Quiz (2%), and Video Quiz (2%)

To support your understanding of CapsimCore, complete three online components: **(1)** all three levels - Beginner, Intermediate, and Advanced – of Capsim Online Training as partial marks will not be assigned; **(2)** the Avenue Quiz based on the CapsimCore User Guide; and **(3)** the Avenue Quiz based on the *CapsimCore Departments, Strategies, Report, and Success* Video (43m40s).

d. Peer Evaluation (5%)

Set aside 45 minutes to submit ratings for each group member through your Capsim Dashboard. The three areas to be assessed include the following: **(1)** self-management/accountability; **(2)** quality of work and conceptual performance; and **(3)** quantity of work. If you assign less than full marks, you must add supporting comments.

NOTE: Failure to complete the Peer Evaluation by its deadline will result in a grade of zero for that student.

IV. Bonus: Two Reflections Worth Up to 0.5% Each

There are two voluntary opportunities to submit reflections during the term. The first reflection is based on your Midterm #1 experience and the second reflection is based on your CapsimCore experience.

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. (See email requirements on p. 1.) 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.

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/>.

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.

AUTHENTICITY/PLAGIARISM DETECTION

This course will use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. Students will be expected to submit their work electronically via an online learning platform (e.g., Avenue) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

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 and 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) at 905-525-9140 ext. 28652 or sas@mcmaster.ca 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.

ACKNOWLEDGMENT OF COURSE POLICIES

Your enrollment in COMMERCE 1E03 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

See Avenue for the Course Schedule.

Updated: December 22, 2022