

**IBH 1AB3 Winter 2024
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 (she/her)

cossar@mcmaster.ca

Student Zoom Hours:

By Appointment

C01

Tues. 10:30 – 12:20

Thurs. 11:30 – 12:20

Teaching Assistant (TA): Caitlyn

Weekly Student Zoom Hours

Mon. 9:30 – 11:30

NOTE: Send all communications using your @mcmaster.ca email only. Emails should include a completed Subject line (e.g., IBH 1AB3 – Meeting Request), a salutation (e.g., Good Morning, Professor Cossa), and a closing that includes your name and Avenue group number if your request is related to group work.

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:	Yes	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.

COURSE 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 for a business simulation with the objective to manage a financially healthy and profitable company.
- LO 3: Collaborate in creating a group video based on their business simulation experience.
- LO 4: Consider and evaluate each team member's overall group contributions.
- LO 5: Develop their skills (e.g., communication and analytical) while optimizing academic performance.
- LO 6: Demonstrate the ability to complete course requirements by their deadlines.
- LO 7: Attend each class on time and prepared to actively participate with class activities.

REQUIRED MATERIALS

These items are an integral part of the lesson plan for the course, and not having these materials could have a negative impact on a student's LOs for the course.

(1) Access to Three Online Platforms (Free): Avenue, Top Hat, and Zoom

(2) Campus Store's [Inclusive Access Program](#) (\$83.95): 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 when released in Feb.

COURSE EVALUATION

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: Examinations LO 1, 5, 6	Midterm: 6 Chapters Final Exam (Non-Cumulative): 6 Chapters	30% 30%
Individual: Connect LO 1, 5, 6	SmartBook (SB) Assignments: Average of 15 chapters of up to 0.66% each	10%
Individual: Connect LO 1, 5, 6	Applications-Based Activities (ABAs): 8 ABAs of up to 0.25% each	2%
Individual: CapsimCore LO 1, 2, 5, 6	CapsimCore Online Training CapsimCore User Guide Quiz CapsimCore Video Quiz	1% ¹ 1% ¹ 1% ¹
Individual: CapsimCore LO 4, 5, 6	Peer Evaluation	5% ^{1,2}
Group: CapsimCore LO 1, 2, 5, 6	CapsimCore Simulation	15% ¹
Group: LO 3, 5, 6	CapsimCore Video	5% ¹
Total		100%
Individual: Participation LO 7	Class Participation	0% ³

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

²Students that miss this deadline will receive a grade of zero.

³After one class absence, there is a deduction of 0.25% of your overall grade for each missed class unless your absence has been approved through the [Missed Course Work Policy](#). See p. 6 for details.

Deadlines

The [Missed Course Work Policy](#) outlines four cases for requests for relief (e.g., McMaster Student Absence Form [MSAF]). Deadlines are firm and a missed deadline for a *graded* component will result in a mark of zero unless an extension is an option as noted below.

Component	Platform	Day of Week	Deadline (EST)	What to Do if You Miss the Deadline and Do Not Want Zero
SmartBook (SB) Assignments	Connect	Mon.	11:59 p.m.	Submit an MSAF Self-Report ; 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 <i>soon after</i>
Application-Based Activities (ABAs)	Connect	Fri.	11:59 p.m.	Same as above
Examinations: Midterm	Class	Tues., Feb. 13	10:30 a.m.	Complete the MSAF – Administrative Report and provide appropriate documentation; if approved, be prepared to complete the Midterm <i>soon after</i>
Final Examination	Campus	TBA	TBA	Complete the Application for deferred final examination and provide appropriate documentation
CapsimCore: Online Training User Guide Quiz Video Quiz	Capsim Avenue Avenue	Fri., March 1 Fri., March 1 Fri., March 1	11:59 p.m. 11:59 p.m. 11:59 p.m.	MSAF will not be approved and no extension will be granted
CapsimCore Decisions	Capsim	Tues. (odd years) Fri. (even years)	11:59 p.m. 11:59 p.m.	MSAF will not be approved and no extension will be granted
CapsimCore Video	Class	Tues., April 9	Class	MSAF will not be approved and no extension will be granted
Peer Evaluation	Capsim	Wed., April 10	11:59 p.m.	MSAF will not be approved and no extension will be granted
Participation	Top Hat	Class	Class	After one class absence, submit an MSAF Self-Report

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		

COURSE INFORMATION

This foundational active learning course is delivered on campus (i.e., in-person) through two weekly connections that total approximately three hours. The first class is a two-hour class that will include a short break and the second is a one-hour class. (Use your break to take care of personal needs.) There will be no class recordings so regularly attend class. 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 which 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 5), stay focused and remain informed by attending class and making notes, regularly review the Course Outline and Avenue files, and daily read your McMaster emails and Avenue Announcements. Finally, schedule sufficient time to complete work by each deadline (LO 6).

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.
- You need to be in class to participate in Top Hat as secure attendance is enabled.
- You are responsible for ensuring Top Hat captures both your attendance and participation each class.

COURSE DELIVERABLES

I. Examinations (Total: 60%): Midterm (30%) and Final Exam (30%)

Each exam will cover six chapters and will be completed on campus. They consist of equally weighted multiple-choice questions based on course content. In addition to two practice Quizzes, sample questions will be incorporated during chapter discussions so that you may prepare weekly for each exam.

II. Connect (Total: 12%): SB Assignments (10%) and ABAs (2%)

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. Access your SB Assignments and ABAs through the weekly Avenue modules.

a. SB Assignments (10%): Mondays by 11:59 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.

NOTES:

- Direct all Connect issues to Connect Support.
- 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 Self-Report](#) for an extension request 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.

b. ABAs (2%): Fridays by 11:59 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. CapsimCore (Total: 28%): Simulation (15%), Training and Quizzes (3%), Video (5%), and Peer Evaluation (5%)

Accessed through the Avenue Capsim widget, 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, teams will make decisions in four areas: R&D, Marketing, Production, and Finance.

a. Group Formation

Form your own team of five students with two teams comprised of six students. To develop your group work skills, your group cannot include members from your IBH 1AA3 (Financial Accounting) team.

b. Team Charter

Once your group is formed, begin work on your Team Charter. Follow instructions for this required submission which includes scheduling meetings to make decisions by each deadline. During meetings, actively participate in discussions and decisions. Students that do not actively participate may be “fired.”

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

c. CapsimCore Simulation (15%): Tuesdays and Fridays by 11:59 p.m.

Through two practise rounds, students will understand the simulation. It will be followed by eight rounds 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 across five success measures, also known as key performance indicators (KPIs) – profit, market share, return on sales (ROS), return on assets (ROA), and stock price.

NOTES:

- Direct all questions to Capsim Support.
- 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 other course teams and your results will be ranked accordingly.
- When inputting your Round 8 decisions, assume that the company will continue to operate along the same trajectory as earlier years.

d. Getting to Know CapsimCore (3%): Online Training (1%), User Guide Quiz (1%), and Video Quiz (1%)

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).

e. CapsimCore Video (5%)

The video is to be a maximum of seven minutes and needs to be closed captioning enabled. Groups 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 with an overall reflection of what was learned at the end of the video); **(2)** organization (e.g., easy to follow, introduction, and conclusion) and communication (e.g., speakers are clear and keep a good pace); and **(3)** creativity. Each member should have relatively equal presentation time.

NOTE: The video link is due in the Assignment folder by Mon., April 8 (11:59 p.m.).

f. Peer Evaluation (5%)

Set aside one hour 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.

NOTES: Failure to complete the Peer Evaluation by its deadline will result in a grade of zero.

IV. Participation (Up to 0.25% Deduction per Missed Class)

Consider classes like weekly business meetings where you are expected to arrive on time and prepared to actively participate in activities and discussions. As a start, tracking participation includes two attendance polls via Top Hat (e.g., the first one will be at the beginning of class) and/or a signup sheet. In addition, participation may be tracked through Top Hat (e.g., fully completing polling questions) and through class discussions.

Excluding the day of the Midterm, you will be assessed over sixteen classes. Understanding there are valid reasons why someone may be absent (e.g., illness or personal matter) or is showing as absent (e.g., connectivity issues), each student is allowed **two class absences** (i.e., four Top Hat polls and participation for the same classes). After this, a 0.25% deduction is applied for each class absence unless an MSAF is approved.

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.

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](https://ug.degroote.mcmaster.ca/forms-and-resources/misled-course-work-policy/) and this link: <http://ug.degroote.mcmaster.ca/forms-and-resources/misled-course-work-policy/>.

COURSE MODIFICATION

From time to time there may be a need to remove/add topics or to change the schedule or the delivery format. If these are necessary, you will be given as much advance notice as possible.

GENERATIVE AI

Students are not permitted to use generative AI in this course. In alignment with [McMaster Academic Integrity Policy](#), it “shall be an offence knowingly to ... submit academic work for assessment that was purchased or acquired from another source”. This includes work created by generative AI tools. Also state in the Policy is the following, “Contract Cheating is the act of “outsourcing of student work to third parties” (Lancaster & Clarke, 2016, p. 639) with or without payment.” Using Generative AI tools is a form of contract cheating. Charges of academic dishonesty will be brought forward to the Office of Academic Integrity.

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](#). 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 uses 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 Avenue which uses 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. **All submitted work is subject to normal verification that standards of academic integrity have been upheld** (e.g., on-line search, other software, etc.). For more details about McMaster’s use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

COURSES WITH AN ONLINE ELEMENT

This course uses online elements (e.g., email, Avenue, Top Hat, Capsim, Connect, 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.

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. 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

See Avenue for Schedule details.

Date: December 19, 2023