

**IBH 1AB3 Winter 2025
Perspectives on Canadian Business
Course Outline**

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

INSTRUCTOR AND CONTACT INFORMATION

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

Section 1
Tues. 12:30 – 2:20
Thurs. 12:30 – 1:20

Teaching Assistant (TA)
Teams Office Hours between
Jan. 24 to March 28 on Fridays from
11:00 a.m. – 1:00 p.m.

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 INFORMATION

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.

This course is in person with two weekly classes. There are no tutorials.

MEETING DETAILS

By appointment and at your convenience, meetings outside class will be held in Zoom with Professor Cossa. Email meeting options and she will confirm the Zoom details. This is different from the weekly TA office hours that begin on January 24 as these will be held in Teams with the meeting link in Avenue to Learn (Avenue).

When communicating with Professor Cossa or her TA outside of class, email using your @mcmaster.ca email. Include a completed Subject line (e.g., IBH 1AB3 – Meeting Request), a salutation (e.g., Hi Professor Cossa), and a closing that includes your name and group number if your request is related to group work.

IMPORTANT LINKS

- [Mosaic](#)
- [Avenue to Learn](#)
- [Student Accessibility Services - Accommodations](#)
- [McMaster University Library](#)

To understand course-related platforms, review Avenue's *Getting Started* module. For example, Top Hat will be used to capture class attendance and participation, and you are responsible for ensuring Top Hat captures both for each class. You need to be in class to participate in Top Hat as secure attendance is enabled. All Top Hat issues are to be directed to Top Hat.

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: 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.
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REQUIRED MATERIALS AND TEXTS

These items are an integral part of the lesson plan for the course, and not using these materials will have a negative impact on a student's LOs for the course. There are no second-hand copies of these materials.

(1) Immediate Access Program – Campus Store (\$83.95): Digital access to Connect based on *Understanding Canadian Business*, 11th Canadian ed. by Nickels, McHugh, McHugh, Cossa, and Stevens with

(2) CapsimCore Simulation (US\$39.95): Register through Avenue Capsim widget as per Course Schedule

CLASS FORMAT

This in-person three-hour weekly course includes lectures and application-based activities. First, is a two-hour class. There will be a short break at a convenient time. Please use this time to take care of personal needs. The second weekly meeting will be a 50-minute class. Details are included in the Course Schedule.

There will be no class recordings so regularly attend class. Punctuality is the sign of a true professional and shows self-discipline and respect for others. Make whatever arrangements are necessary to be in class and to attend meetings on time. In all cases, arrive 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 plan accordingly. Weekly Avenue modules will outline scheduled work which includes completing assigned work *before* class such as reviewing posted class files and completing pre-tests such as SmartBook (SB) Assignments. By Friday, read the End-of-Week Announcements and complete post-tests such as Application-

Based Activities (ABAs). To maximize your academic performance (LO 5), stay focused and remain informed by attending class and adding notes to the Avenue class slides, and daily read your McMaster emails and Avenue updates such as Announcements. Finally, schedule sufficient time to complete work by each deadline (LO 6).

COURSE EVALUATION

There are no extra assignments or re-weighting. See p. 4 for what to do if a deadline is missed.

Individual: Examination (60%)

LO 1, 5, 6	Midterm: 6 Chapters on Feb. 11 in Class	30%
LO 1, 5, 6	Final Examination (Non-Cumulative): 6 Chapters	30%

Individual: Connect (12%)

LO 1, 5, 6	SB Assignments: 15 Assignments of ~ 0.66% each	10%
LO 1, 5, 6	ABAs: 8 ABAs x 0.25% each	2%

Individual: CapsimCore (3%)¹

LO 1, 2, 5, 6	Online Training	1%
LO 1, 2, 5, 6	User Guide Quiz	1%
LO 1, 2, 5, 6	Video Quiz	1%

Group: CapsimCore (25%)¹

LO 1, 2, 5, 6	Online Simulation	15%
LO 3, 5, 6	Video	5%
LO 4, 5, 6	Peer Evaluation	5%

Total	100%
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¹Students not participating in a group will receive a grade of zero for all these components.

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the conversion scheme below. Care will be dedicated to ensuring your final grade is accurate. If you question the assessment of your performance on a piece of work, follow the [Student Appeals Procedures](#). To qualify for a re-read, the component must be worth 10% or more of the final course grade.

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		

LATE ASSIGNMENTS

The [Missed Course Work Policy](#) outlines four cases for requests for relief by completing the McMaster Student Absence Form (MSAF). Otherwise, 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 on the next page in the column titled, "What to Do if You Miss the Deadline."

Component	Platform	Day of Week	Deadline (EST)	What to Do if You Miss the Deadline
Examinations: Midterm	Class	Tues., Feb. 11	12:30 p.m.	Complete the MSAF – Administrative Report and if approved, be prepared to complete the Midterm <i>soon after</i>
Final	Campus	TBA	TBA	Complete the Application for deferred final examination
Connect: SB Assignments	Connect	Mon.	11:00 p.m.	Submit an MSAF Self-Report ; in the follow up email to me state the new day and time when you will complete this work <i>no later than one week past the original deadline</i>
ABAs	Connect	Fri.	11:00 p.m.	
CapsimCore: Online Training User Guide Quiz Video Quiz Online Simulation Video Link Peer Evaluation	Capsim Avenue Avenue Capsim Avenue Capsim	Fri., Feb. 28 Fri., Feb. 28 Fri., Feb. 28 Tues. & Fri. Mon., April 7 Tues., April 8	11:00 p.m. 11:00 p.m. 11:00 p.m. 11:00 p.m. 11:00 p.m. 11:00 p.m.	For CapsimCore components, the MSAF will not be approved and no extension will be granted

COURSE DELIVERABLES

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

Each closed-book exam will cover six chapters and will be completed on campus. They consist of equally weighted multiple-choice chapter 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. SB includes an adaptive e-text as well as SB Assignments and ABAs. 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 11:00 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 when it comes to preparing for the two examinations.

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 Self-Report](#) for an extension approval 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 11:00 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. CapsimCore (Total: 28%): Online Training and Quizzes (3%), Simulation (15%), 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 three teams comprised of six students. Details to be discussed in class.

b. Team Charter

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

c. 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).

d. CapsimCore Simulation (15%): Tuesdays and Fridays by 11:00 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.

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 “unlisted” YouTube video link (one per group) is due in the Assignment folder by April 7 (11:00 p.m.).

f. Peer Evaluation (5%)

Set aside one hour to submit ratings and supporting comments 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.

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 is not through Avenue.) This protects the confidentiality and sensitivity of information as well as confirms the identity of the student.

All students must receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default. For Level 1 courses, this feedback must equal a minimum of 20% of the final grade. Instructors may solicit feedback via an informal course review with students by Week 4 to allow time for modifications in curriculum delivery.

Students who have concerns about the course content, evaluation methods, or delivery should first reach out to the course Instructor. If your concern remains unresolved after speaking with the Instructor, you may then reach out to the relevant Area Chair or Program Director for further consideration.

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/>.

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 stated 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.
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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 ON-LINE 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

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. This includes taking photos of slides. 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.

ACKNOWLEDGEMENT 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

Students can find the Schedule in their IBH 1AB3 W2025 Avenue course.