SOCSCI 2BU3 – Introduction to Business for Social Science Students

# Course information:

* Tuesdays 7:00 to 10:00PM; September 3rd to December 3rd 2019.
* Instructor: Tony Belsito
* Office: KTH 208
* Office hours: Tuesdays 6:00 – 7:00pm by appointment
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##  Course Description:

This course is designed to provide an understanding of the role of business in Canada by focusing on the basics of management, organizational theory, and structure.

It will discuss internal and external factors such as political, economic, social and cultural, and technological issues that affect the establishment, growth and overall management of organizations. This course will provide a basic but solid introduction to business principles.

This course will serve as a broad introduction to business in Canada today and the environmental forces influencing the nature of organizations. Students will examine the purposes and activities of organizations of various types, sizes and structures and the interrelationship among functional areas within the organization.

## Course Objectives:

1. Examine the varied aspects of business today, the environment in which it operates, including key issues such as globalization, entrepreneurship and corporate social responsibility.
2. Explain the role of management in general business, including the managing of human resources.
3. Explain the key need to produce high quality goods and services and the role of basic accounting principles in tracking the financial viability of a business.
4. Extend the concept of marketing from understanding the processes to aspects of promotion, pricing, distribution of goods and services.
5. You will work on developing academic skills that are transferable to your other university courses as well as to the workforce. These skills include:
* critical reading and thinking;
* communication (oral, written and visual);
* self and peer evaluation;
* research skills; and
* group work skills.

## Course Format

Learning is enabled using a combination of class activities, in-class lectures, case analysis, online, independent and group study.

## Required Texts:

1. Business Essentials, 8th Canadian Edition, Ebert, Griffin, Starke, and Dracopoulos. Pearson Canada. ISBN-10: 0134302079, ISBN-13: 9780134302072.

Note: you will not need the online My Management Lab for this course.

# Course Requirements/Assignments

## Requirements Overview and Deadlines

| Assessment Activity | % of Grade | Date Due |
| --- | --- | --- |
| In-class activities | 15% | Details to be provided in class.  |
| Individual Assignment | 15% |  Dates to be discussed in class. |
| Midterm Exam | 30% | Tues. Oct 8 |
| Final Exam | 40% | T.B.A. |

# Assignment Submission and Grading

## Form and Style

* All written assignments are to be typed and double-spaced. Please include a title page with your name, student number and email address, the topic title of the assignment and the date submitted. Written submissions may be delivered through the Dropbox in Avenue 2Learn.

## Submitting Assignments & Grading

1. Submitting Assignments Electronically: Individual assignments submitted electronically must include your last name in the filename: e.g. Smith\_Assignment\_5\_Article\_Assessments.rtf.
2. All work is due on the date stated, at the beginning of class, unless other arrangements have been made in advance with the instructor. A late penalty of 5 marks per day will apply after the due date (weekends included).
3. For all group assignments, ALL students in the group must be contributing members of that assignment. The expectation is that each student will be an active and respectful member of their group, and contribute to the assignment - in a fair and equitable way. Group work is sometimes challenging, but it can also be rewarding in a number of ways, including providing you with opportunities to develop valuable ‘working-as-a-team’ skills that will serve you well in this and other courses, as well as more broadly in your academic, professional, and personal life.

## Class Participation and Engagement

Class participation and engagement is an important component of this course (and of active learning). Therefore, it is expected that all students be ‘active’ participants in this course. This means attending all classes, being actively involved in class activities and thoughtful discussion, and completing all assignments.

The success of this course depends on you!

## Avenue to Learn

In this course we will be using Avenue to Learn. Students should be aware that, when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss with the course instructor.

## Privacy Protection

In accordance with regulations set out by the Freedom of Information and Privacy Protection Act, the University will not allow return of graded materials by placing them in boxes in departmental offices or classrooms so that students may retrieve their papers themselves; tests and assignments must be returned directly to the student. Similarly, grades for assignments for courses may only be posted using the last 5 digits of the student number as the identifying data. The following possibilities exist for return of graded materials:

1. Direct return of materials to students in class;
2. Return of materials to students during office hours;
3. Students attach a stamped, self-addressed envelope with assignments for return by mail;
4. Submit/grade/return papers electronically.

Arrangements for the return of assignments from the options above will be finalized during the first class.

## 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, A2L and/or McMaster email.

# Student Responsibilities

## 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. 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, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university. It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](http://www.mcmaster.ca/academicintegrity.).

The following illustrates only three forms of academic dishonesty:

* Plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
* Improper collaboration in group work.
* Copying or using unauthorized aids in tests and examinations.

## Academic Accommodation of Students with Disabilities

Students with disabilities who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or e-mail sas@mcmaster.ca for further information, consult McMaster University’s [Academic Accommodation of Students with Disabilities](https://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicAccommodation-StudentsWithDisabilities.pdf) policy.

## Religious, Indigenous and Spiritual Observances (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students requiring a RISO accommodation should submit their request 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.

Please review the [RISO information for students in the Faculty of Social Sciences](https://socialsciences.mcmaster.ca/current-students/riso) about how to request accommodation.

## E-mail Communication Policy

Effective September 1, 2010, it is the policy of the Faculty of Social Sciences that all e-mail communication sent from students to instructors (including TAs), and from students to staff, must originate from the student’s own McMaster University e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student’s responsibility to ensure that communication is sent to the university from a McMaster account. If an instructor becomes aware that a communication has come from an alternate address, they may not reply.

## McMaster Student Absence Form (MSAF)

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar “Requests for Relief for Missed Academic Term Work”.

MSAFs will not be accepted for in-class activities.

# Course Weekly Topics and Readings

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check his/her McMaster and A2L course site email.

| Date | Topic | Chapter |
| --- | --- | --- |
| Sept 3 | Introduction and Chapter 1 – Understanding the Canadian Business System* Economic systems
* The Government and the Economy
* The Canadian Market Economy
 | Chapter 1 |
| Sept 10 | Chapter 2 – The Environment of BusinessEconomic forces* Role of Technology, Society and Politics in the Economy

Chapter 3 – Conducting Business Ethically and Responsibly* Ethics
* Corporate Social Responsibility
* Stakeholders in the economy
 | Chapters 2 & 3 |
| Sept. 17 | Chapter 4 – Entrepreneurship, Small Business and New Venture Creation* Role of Small Business
* Starting up a business
 | Chapter 4 |
| Sept. 24 | Chapter 5 – The Global Context of Business* Canada’s role in the global economy
* International trade
* Barriers to international trade
 | Chapter 5 |
| Oct. 1 | Chapter 6– Managing the Business Enterprise* Basic management skills (management vs. leadership)
* Decision-making and strategy

Chapter 7 –Organizing the Business Enterprise* Types of organizational structures
* Mid-term review
 | Chapter 6 |
| Oct. 8 | Mid-term (35%), Chapters 1 - 7 |  |
| Oct. 15 | No Class – Mid Term Recess |  |
| Oct. 22 |  Chapter 8 – Managing Human Resources and Labour Relations* What does the Human Resources function do?
* Recruitment and Selection
* How unions work
 | Chapter 8 |
| Oct. 29 | Chapter 9 – Motivating, Satisfying and Leading Employees* “What do workers really want…?”
* “Money matters but what else matters…”
 | Chapter 9 |
| Nov. 5 | Chapter 10 – Operations Management, Productivity and Quality* Creating value for the consumer
* Operations planning and control
 | Chapter 10 |
| Nov. 12 | Chapter 11 Understanding Accounting* Financial ratios
* Basics of financial statements

Chapter 15 – Risk Management* Coping with risk
 | Chapters 11 & 15 (Risk Management section only) |
| Nov. 19 | Chapter 12 – Understanding Marketing Processes and Consumer Behaviour* What is marketing?
* The marketing mix
* Consumer buying process

*Group Assignment due Wed. Nov. 29* | Chapter 12 |
| Nov. 26 | Chapter 14 – Money and Banking* Canadian financial system
* The flow of money through the economy
 |  |
| Dec. 3 | Final exam review |  |
| Sometime between Dec. 6- 19th | Final Exam (40%) – TBA - The final exam date will be set by the Registrar’s office. | Chapters 8 -12, 14 - 15 |

# Additional Resources

## Authenticity/Plagiarism Detection

In this course we will be using a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. Students will be expected to submit their work electronically either directly to Turnitin.com or via Avenue to Learn (A2L) plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty. Students who do not wish to submit their work through A2L and/or Turnitin.com must still submit an electronic and/or hardcopy to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com or A2L. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). To see the Turnitin.com Policy, please go to the [academic integrity website](http://www.mcmaster.ca/academicintegrity).