

**Introduction to Business for Social Science Students  
SOC SCI 2BU3**

- January 11<sup>th</sup> 2021 – April 9<sup>th</sup> 2021, Winter, 2021, Online.
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**Course Information**

**Course Overview**

This course will provide an introduction of the essential topics in business.

**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 forces that influence 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 such as, critical reading and thinking.

### Course Format

Information will be presented completely online and employ an asynchronous format. Each week a PowerPoint lecture will be provided to assist and compliment the course readings as assigned. Additional course material will be administered through the MyLab platform and include mini-case studies and video assignments will contribute to understanding course content and how to apply the information to a range of real-world business scenarios.

### Required Texts:

- 1) **Business Essentials**, 9th Canadian Edition, Ebert, Griffin, Starke, and Dracopoulos. Pearson Canada. ISBN-13: 978013530713-7.

**Note:** You will need to purchase the **Pearson MyLab code** to acquire the e-textbook through the McMaster University Bookstore. Instructions on how to purchase the e-textbook code will be provided within Avenue2Learn in week #1.

## Course Requirements/Assignments

### Requirements Overview and Deadlines

Assessment Activity	% of Grade	Date Due
Group Discussions	7.5%	See Avenue2Learn course shell
MyLab Activities	7.5%	Various
Individual Assignment/Presentation	15%	March 30 <sup>th</sup> , 11:59 pm to Avenue2Learn Dropbox
Midterm Exam (Online)	30%	Online – Feb 23rd
Final Exam (Online)	40%	T.B.A. (set by Registrar)

- ⇒ The **Midterm Exam** will take place online and be 2 hours in length. This exam will cover chapters 1 through 7 of the assigned pages from each chapter in the MyLab e-textbook.
- ⇒ The **Final Exam** will cover chapters 8 through 14 and be 2 hours and 30 minutes in length.

**Note: Students are required to purchase a code for the e-text and MyLab platform (Registration information will posted to Avenue to Learn with instructions).**

### Requirement/Assignment Details

- 1) **Weekly Discussion Topics**
  - Four discussion questions will be posted beginning week #1. Your professor will post a question relevant to either content from the chapter under study or a topic based on supplied material.
  - These discussions are worth 7.5% of the total course grade.
- 2) **MyLab Activities**
  - For weeks that do not have a discussion topic, a MyLab Activity will be assigned that is directly related to the assigned Chapter content for the week. These activities could include a mini-case study, video, or short quiz. These activities combined are worth 7.5% of the total course grade.

### 3) **Individual Assignment**

- Students will have the option to an individual written assignment or PowerPoint presentation-based on a list of topics provided by your professor.
- Should the student want to choose a topic not on the list, they will have to submit their topic to the professor for approval a minimum of 2 weeks prior to the due date. Please note, not adhering to this process will result in a 0 grade on this assignment.
- This assignment is worth 15% of the total course grade.

### 4) **Midterm Exam**

- This exam will cover chapter 1-7 of the course e-text.
- Students will be provided a 24- hour window to write the exam; however, once the student begins, they cannot stop or pause their progress.
- This exam will contain 40 multiple choice questions and will contribute to 30% of the total course grade. (An exam review will be provided through the MyLab platform).

### 5) **Final Exam**

- The final exam will cover chapter 8 through 14.
- This exam will be 40 multiple choice questions and 3 short answer questions based on a case study.
- The Final Exam will contribute to 40% of the total course grade. (An exam review will be available through the MyLab platform).
- This exam will be set by the registrar.

## **Assignment Submission and Grading**

### **Form and Style**

- Written assignments must be typed and double-spaced and submitted with a front page containing the title, student's name, student number, and the date. Number all pages (except title page).

### **Submitting Assignments & Grading**

- All submissions for this course are to be submitted online through the Avenue2Learn portal.
- A grading Rubric will be provided for the discussions and the individual assignment.

### **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) Submit/grade/return papers electronically.

## 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

- Students are expected to contribute to the creation of a respectful and constructive learning environment.

## 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, 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), located at <http://www.mcmaster.ca/academicintegrity>

The following illustrates only 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:

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) 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. **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](http://www.mcmaster.ca/academicintegrity)

### **Online Proctoring:**

**Some courses may** use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

### **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](mailto:sas@mcmaster.ca) for further information, consult McMaster University's [Academic Accommodation of Students with Disabilities](#) policy.

### **Conduct Expectations:**

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of 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 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students' access to these platforms.

### **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 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.

### **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.

### **Copyright and Recording:**

Students are advised that lectures, demonstrations, performances, and any other course material 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, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

### **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”.

## **Course Weekly Topics and Readings**

### **Week 1: January 11<sup>th</sup>**

#### Topics:

- **Understanding the Canadian Business System – Intro/Chapter #1**
- Economic systems
- The Government and the Economy
- The Canadian Market Economy

#### Readings:

- Introduction and Chapter #1, p. 1-19
- Discussion topic: Please introduce yourself

### **Week 2: January 18<sup>th</sup>**

#### Topics:

- **The Environment of Business – Chapter #2**
- Organizational Boundaries and Environments
- The Economic, Technological, Political Environment
- **Conducting Business Ethically and Responsibly – Chapter #3**
- Ethics, Corporate Social Responsibility and Stakeholders

#### Readings:

- Chapter #2, p. 20-38 and Chapter #3, p. 40-60
- MyLab Activity

### **Week 3: January 25<sup>th</sup>**

#### Topics:

- **Entrepreneurship, Small Business, New Venture Creation – Chapter #4**
- The Role of Small Business
- Starting up a Small Business
- **The Global Context of Business – Chapter #5**
- The Contemporary Global Economy
- International Business Management

Readings:

- Chapter #4, p. 61-84 Chapter #5, p. 86-94
- MyLab Activity

**Week 4: February 1st**

Topics:

- **Managing the Business Enterprise – Chapter 6**
- The Management Process
- Management vs. Leadership
- Decision Making and Strategy
- **Organizing the Business Enterprise – Chapter 7**
- What is organizational Structure?
- The Building Blocks of Organizational Structure

Readings:

- Chapter #6, p. 112-135 and Chapter #7, p. 136-141 & 149-152
- Discussion topic: Are you a leader, a manager or both?
- Mid-Term Exam Review (MyLab platform)

**Week 5: February 8<sup>th</sup>**

Topics:

- **Managing Human Resources and Labour Relations – Chapter #8**
- What is the function of a Human Resource Department?
- Recruitment and Selection
- **Motivating, Satisfying, and Leading Employees – Chapter #9**
- Forms of Employee Behaviour
- Individual Differences Among Employees
- Is money the only motivational factor?

Readings:

- Chapter #8, p. 157-173 & Chapter #9, p. 184-209
- Discussion topic: Is money your main motivator?

**Week 6: February 15<sup>th</sup> - Reading Week**

- No classes

**\*\*\*Week 7: February 23rd- Midterm Exam (30%), Chapters 1-7\*\*\***

**Week 8: March 1<sup>st</sup>**

Topics:

- **Operations Management, Productivity, and Quality – Chapter #10**
- Providing Goods and Services to Customers
- The Productivity-Quality Connection
- Meeting the Quality Challenge

Readings:

- Chapter #10, p. 213-239
- MyLab Activity

### **Week 9: March 8<sup>th</sup>**

#### Topics:

- **Understanding Accounting – Chapter #11**
- Who Are Accountants and What Do They Do?
- The Accounting Equation
- Financial Statements
- **Risk Management – Chapter #15**
- Coping with Risk
- Strategies for Enhancing Motivation
- Leadership and Motivation

#### Readings:

- Chapter #11, p. 240-260 and Chapter #15 p. 350-351
- MyLab Activity

### **Week 10: March 15<sup>th</sup>**

#### Topics:

- **Understanding Marketing Processes and Consumer Behaviour – Chapter #12**
- What is Marketing?
- The Marketing Mix
- Consumer Buying Process

#### Readings:

- Chapter #12, p. 262-286
- Discussion topic: Have you ever bought a product or service because of a persuasive advertising pitch?

### **Week 11: March 22<sup>nd</sup>**

#### Topics:

- **Money and Banking – Chapter #14**
- The Canadian Financial System
- How does money move throughout the economy?

#### Readings:

- Chapter #11, p. 312-324
- MyLab Activity

**\*\*\*Individual Assignment Due March 30<sup>th</sup> by 11:59 pm\*\*\***

### **Week 12: March 29<sup>th</sup>**

#### Topics:

- **Exam Review (MyLab platform)**

### **Week 13: April 6<sup>th</sup>**

#### Topics:

- **Exam Review**
- **MyLab Practice Quizzes and Exercises**

### **Week 14: Final Exam Week – Thursday, April 15<sup>th</sup> to Friday, April 30<sup>th</sup>**

#### Topics:

- **Final Exam to be set by Registrar (TBA)**