

ALLIANCE UNIVERSITY COLLEGE



NAZARENE UNIVERSITY COLLEGE

**BUS 100 *Introduction to Business Administration* (3 credit hours)  
Fall 2006**

**Class Schedule:**

Wednesdays & Fridays 1:00PM – 2:15PM  
Class Location: Room 809

**Instructor Information:**

David Adams, BBA, MBA, CA, CPA, CMA (Hon.)  
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**Course Description:**

The course has two primary objectives. The first objective is to provide students with an overview of the firm in today's Canadian business environment. The course is organized to cover the main functional areas of business, such as marketing, finance, accounting, human resources, production, etc. In addition, throughout the term the course focuses on important themes, such as business ethics, international business and entrepreneurship.

The second objective is to begin the process of developing each student's business skills. Key skills/competencies include: critical thinking and problem solving; verbal and written communication skills; team work; personal initiative; quantitative analysis; technological applications in business; ethical, social, historical, and global awareness; and integrating the core functional disciplines within a Christian perspective. To help students develop these skills, the course will involve group work, case analysis, a presentation, class participation as well as the midterm and final exams. In addition to obtaining an overview of the Canadian business environment and developing key skills/competencies, students will be challenged to think from a Christian perspective as they learn about and apply these business topics.

## Required Textbook and Cases:

### *Textbook:*

Ebert, Ronald J., Ricky W. Griffin and Frederick A. Starke, *Business Essentials*, 4<sup>th</sup> Canadian edition. Pearson Prentice Hall, 2005.

### *Cases:*

“Camp Happy Valley,” *Ivey Publishing*, Case #9B02C016, 2003.

“The Golf Swing Analyzer,” *Ivey Publishing*, Case #9B04M032, 2004.

The textbook is available in the bookstore, but the cases are not. Instructions will be provided in class on where and when to buy the cases.

## Evaluation Methods:

|   |      |
|---|------|
| Midterm Exam (Oct 20)                         | 25%* |
| Final Exam                                    | 25%* |
| Cases (done in teams):                        |      |
| - Camp Happy Valley (due Oct 4)               | 10%  |
| - The Golf Swing Analyzer (due Nov 29)        | 10%  |
| Presentation on Ethical Situation             |      |
| - the presentation itself (done in teams)     | 6%   |
| - written self-assessment (done individually) | 4%*  |
| Class Participation                           | 10%* |
| Business and the Bible Journal                | 10%* |

To pass the course, you must get at least 50% out of the above 100 possible marks, AND you must get at least 37 out of 74 on the elements marked by an asterisk. That is, you must earn a passing grade on the non-group parts of the course to pass the course.

In addition, there is a short library assignment. You get one bonus mark for the course if you complete it, but you will be deducted one mark if you do not complete it.

## **Grading Scale:**

The available letters for course grades are as follows:

| <u>% Grade</u> | <u>Letter Grade</u> | <u>Description</u> |
|----------------|---------------------|--------------------|
| 95% to 100%    | A+                  |                    |
| 90% to 94%     | A                   | Excellent          |
| 85% to 89%     | A-                  |                    |
| 80% to 84%     | B+                  |                    |
| 76% to 79%     | B                   | Good               |
| 72% to 75%     | B-                  |                    |
| 68% to 71%     | C+                  |                    |
| 64% to 67%     | C                   | Satisfactory       |
| 60% to 63%     | C-                  |                    |
| 55% to 59%     | D+                  |                    |
| 50% to 54%     | D                   | Minimal Pass       |
| 0% to 49%      | F                   | Failure            |

## **Exams:**

The midterm for the course will be held in class on October 20. The final exam will take place during the exam period in December as scheduled by the registrar's office. The exam questions will require written answers. You will be provided with sample questions prior to the examinations.

## **Cases:**

Each student will be assigned to a case-group, which will prepare a case report for two cases. The write-ups will be short – 2-4 pages (12 point font, 1½ line spacing). These write-ups should demonstrate professionalism. That is, they should be thoughtful, clear and free of grammatical mistakes. Please refer to the document entitled “Making a compelling business case” by Don Wagner, which provides guidance on how to approach cases.

The due dates for the case write-ups are as follows:

- Camp Happy Valley - Oct. 4
- The Golf Swing Analyzer - Nov. 29

If all of the students in a group make equal contributions to the group work, each student in that group will receive the group's mark; but if the contributions are unequal, individual students' marks may vary from the group's mark. For example, a student that makes virtually no contribution should obviously get zero. (See the “peer evaluations” section below.)

## **Presentation:**

Each student will be part of a group that presents in class on a business ethics issue. (Your presentation group will be different from your case group.) In the third week of the term, we will assign each student into a group, and will assign a presentation date to

each group. The topic for your group's presentation will be assigned two weeks before the date of your presentation. These topics will involve ethics issues connected to topics covered in class, or may involve issues currently in the business news. These issues will require the student to integrate both business and faith-based principles.

Your presentation should run 10 minutes. At the end of the 10 minutes, you should field questions or allow comments/debate for another 5 minutes. The presentation should be *informative* and *interesting*; try to make your presentation a learning experience for the class. Refer to Appendix D of "Making a compelling business case" for suggestions on how to present.

If it can be arranged, the presentations will be videotaped and a copy will be placed on reserve in the library. This will allow you to watch your performance afterwards.

*In the class following the date of your presentation*, you must submit a peer evaluation that reports the contributions of each group member. (See the "peer evaluations" section below.) The peer evaluation form will be provided to you on the day of your presentation.

*In the second class following the date of your presentation*, you must **submit a 1-2 page self-assessment of your presentation**. In contrast to the peer evaluation described above (which focuses on each group-member's contributions to the group effort), *this* report should focus on *your* effectiveness as a *presenter*. Your self-assessment should indicate what you aimed to achieve in your presentation, what you think you did well, what you think you could have done better, and how you plan to improve your performance the next time you present. Prior to writing this report, it would be a good idea to (1) review Appendix D of "Making a compelling business case," and (2) watch the video-tape of your performance.

### **Peer Evaluations:**

All group members are expected to make significant contributions to their group's effort. The responsibilities of each student are laid out in the document entitled "Group Work in the Business Program" by Don Wagner. To help ensure that the marks reflect students' contributions, each student must submit 3 peer evaluation forms. One must be completed after each of the two cases and the other must be completed after your presentation. (Forms will be available when these items are due.) These evaluations will be taken into account when assigning individuals' grades for the group-projects.

**Class Participation:**

Another component of your grade is class participation during class time. The skills you need to participate effectively in class are essentially the same as the skills you will need to participate effectively in business meetings. The ability and willingness to speak up in front of others is an important skill that you should develop.

Occasionally, there may be circumstances (e.g. accidents, illnesses or emergencies) that prevent you from attending a class, or prevent you from adequately preparing for a class. In such circumstances, please let your instructor know, so that he can take into account those circumstances when assigning your participation grade.

**Business and the Bible Journal:**

In order to begin to think about how the Bible relates to the various business principles you will be studying, you will keep a journal of how Biblical passages of your own choosing relate to concepts learned in class. These journal entries need not be long (3 – 5 sentences) and should include the reference and your thoughts on how it may relate to business. You will be required to do this for at least 10 passages during the semester (preferably from your personal devotions). These will be handed in twice during the semester and three classes have been set aside for class discussion of your entries.

**Other Information:**

It is the responsibility of all students to become familiar with and adhere to the academic policies as stated in the current Student Handbook and Academic Calendar. In particular, students are to note academic regulation #34 - Academic Dishonesty.

## Course Schedule:

The following is a tentative schedule for each class during the semester:

|                |   |
|----------------|---|
| Wed Sept 6     | Course Introduction   |
| Fri Sept 8     | CHAP 1 - Canadian business system                               |
| Wed Sept 13    | CHAP 4 - Ethics   |
| Fri Sept 15    | CHAP 8 - Managing HR and Labour relations                       |
| Wed Sept 20    | CHAP 9 - Motivating   |
| Fri Sept 22    | mini-case   |
| Wed Sept 27    | CHAP 2 - Environments of business                               |
| Fri Sept 29    | Discussion of Journals #1                                       |
| Wed Oct 4      | CHAP 3 – Entrepreneurship/Camp Happy Valley Case Due            |
| Fri Oct 6 (E)  | CHAP 6 - Managing the business firm                             |
| Wed Oct 11     | Camp Happy Valley – discussion                                  |
| Fri Oct 13 (E) | CHAP 7 - Organizing the business firm                           |
| Wed Oct 18     | Review  |
| Fri Oct 20     | MIDTERM (Chps 1, 4, 8, 9, 2, 3, 6, 7)                           |
| Wed Oct 25     | No Class – Community Days                                       |
| Fri Oct 27     | Discussion of Journals #2 / CHAP 11 - Accounting                |
| Wed Nov 1(E)   | Accounting cont'd (read CHAP 10 - Producing goods and services) |
| Fri Nov 3      | Guest Speaker (TBA)   |
| Wed Nov 8 (E)  | CHAP 12 - Marketing - consumer behaviour                        |
| Fri Nov 10     | No Class – Mid-Semester Break                                   |
| Wed Nov 15(E)  | CHAP 13 - Marketing - product & promotion                       |
| Fri Nov 17 (E) | CHAP 14 - Marketing - pricing and distribution                  |
| Wed Nov 22 (E) | CHAP 15 - Money Banking and Securities Markets                  |
| Fri Nov 23     | CHAP 16 - Financial Decisions and Risk Management               |
| Wed Nov 29     | Guest Speaker (TBA) / Golf Analyzer Due                         |
| Fri Dec 1      | CHAP 5 - International  |
| Wed Dec 6      | Golf Analyzer Discussion  |
| Fri Dec 8      | Discussion of Journals #3                                       |
| Wed Dec 13     | Review  |
| Exam Period    | Final Exam (Chps 10,11,12,13,14,15,16)                          |

(E) – denotes that an ethical presentation will be made during that class