



AMBROSE
UNIVERSITY COLLEGE

FACULTY OF
ARTS & SCIENCE

BUS 100 *Introduction to Business Administration* (3 credit hours) Fall 2008

Class Schedule:

Wednesdays & Fridays 1:00PM – 2:15PM

Class Location: A2141

Instructor Information:

David Adams, BBA, MBA, CA, CPA, CMA (Hon.)

Office: L2055

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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*, 5th Canadian edition. Pearson Prentice Hall, 2009.

Cases:

"The Garden Depot," *Ivey Publishing*, Case #9B08C006, 2008.

A second case (TBA)

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 31)	25%*
Final Exam	25%*
Cases (done in teams):	
- The Garden Depot (due Oct 17)	10%
- 2 nd case (due Nov 28)	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 31. 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:

- “The Garden Depot” - Oct. 17
- 2nd Case - Nov. 28

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.

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 review Appendix D of "Making a compelling business case".

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.

Laptop Use Policy:

Because of the distractions caused by web surfing, email, and instant messaging during class time, the use of laptops in class is generally not permitted. If, however, a student wishes to use their laptop for the purpose of taking notes, its use will be permitted provided that a copy of the notes taken during that class are emailed to the professor after the class. Any student using their laptop for purposes of web surfing, email or instant messaging during class will be subjected to the following “three strike” policy:

1. Professor will speak to the student after class about the distraction caused by laptop use and the student will lose 25% of the term participation mark.
2. Professor will ask the student to put away your laptop for remainder of class and the student will lose an additional 25% of the term participation mark.
3. Professor will ask the student to put away their laptop for the remainder of term and the student will lose an additional 25% of the term participation mark.

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.

Personal information, that is information about an individual that may be used to identify that individual, may be collected as a requirement as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

The last day to enter a course without permission and /or voluntary withdrawal from a course without financial penalty: **26 September 2008**

The last day to voluntarily withdraw from a course or change to audit without academic penalty: **21 November 2008**

Course Schedule:

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

Wed Sept 17	Course Introduction -
Fri Sept 19	CHAP 1 - Canadian business system
Wed Sept 24	CHAP 3 - Ethics
Fri Sept 26	CHAP 7 - Organizing the business firm
Wed Oct 1	CHAP 8 - Managing HR and Labour relations
Fri Oct 3	mini-case & CHAP 9 - Motivating
Wed Oct 8	CHAP 2 - Environment of business
Fri Oct 10	Discussion of Journals #1
Wed Oct 15	CHAP 4 – Entrepreneurship
Fri Oct 17 (E)	CHAP 6 - Managing the business firm (“The Garden Depot” Due)
Wed Oct 22	“The Garden Depot” – discussion
Fri Oct 24 (E)	Discussion of Journals #2
Wed Oct 29	Review
Fri Oct 31	MIDTERM (Chps 1, 2, 3, 4, 6, 7, 8, 9)
Wed Nov 5	CHAP 11 - Accounting
Fri Nov 7	Accounting cont'd (read CHAP 10 – Operations Mgmt & Quality)
Wed Nov 12(E)	CHAP 12 - Marketing - consumer behaviour
Fri Nov 14	CHAP 13 - Marketing - product & promotion
Wed Nov 19 (E)	CHAP 14 - Marketing - pricing and distribution
Fri Nov 21	CHAP 15 - Money Banking and Securities Markets
Wed Nov 26(E)	CHAP 16 - Financial Decisions and Risk Management
Fri Nov 28 (E)	2 nd Case Due & CHAP 5 – Global Context of Business
Wed Dec 3 (E)	2 nd Case Discussion
Fri Dec 5	Discussion of Journals #3
Wed Dec 10	Review
Fri Dec 12	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