



A M B R O S E

**BUS 100 Introduction to Business Administration
(3 credit hours)
Fall 2010**

Class Schedule

Time: Wednesdays & Fridays, 4:00-5:15pm

Location: Room A2133

Moodle course link: <http://moodle.ambrose.edu/course/view.php?id=93>

Moodle enrolment code: 5596

Instructor Information

Instructor: Jeff Huebner, MBA

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Office hours: Wed & Fri 12:30-1:30pm & 3:00-4:00pm, Thurs 11:00-12:00pm,
or by appointment

Course Description & Objectives

This course provides an overview of business management and the business environment. It offers an introduction to the key functional areas of marketing, finance, accounting, strategy, operations, human resources, information systems, along with economic trends and business cycles. Emphasis is placed on how various functional areas are integrated to ensure successful business operations.

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

The second objective is to begin the process of developing each student's business skills. Key skills or 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, presentations and class discussions. In addition to obtaining an overview of the Canadian business environment and developing key skills and competencies, students will be challenged to think from a Christian perspective as they learn about and apply these business topics.

Course Text & Materials

Textbook:

Ebert, Ronald J., Ricky W. Griffin and Frederick A. Starke, *Business Essentials*, 5th Canadian edition. Pearson Prentice Hall, 2009.

Cases:

Case #1 – TBD

Case #2 – TBD

The textbook is available in the bookstore. Instructions will be provided in class on where and how to obtain the cases. In addition to readings, audio visual presentations and guest speakers may also be used occasionally to supplement lectures and course materials.

Course Requirements & Evaluation

Course grading and evaluation will be conducted according to the following:

Midterm Exam	20%*
Final Exam	20%*
Business Case Reports (done in teams):	
Case #1 (written report)	10%
Case #2 (written report & class presentation)	20%
Presentation on Ethical Situation	
Presentation itself (done in teams) and written self-assessment (done individually)	10%
Business and the Bible journal	10%*
Class Participation	10%*

To pass the course, students must achieve an overall grade of at least 50%, AND must obtain at least 50% (30 of 60) on the individual student elements (marked by an asterisk). In other words, students must earn a combined passing grade on the non-group elements in order to pass the course.

Examinations:

A mid-term examination will be held in class during October, encompassing topics covered in the first half of the course. Further details will be provided at a later date. The course will conclude with a final examination covering all topics in the course, with a focus on those presented in the second half since the mid-term exam. The final exam will take place during the exam period in December as scheduled by the Registrar's Office.

Please note that graded examinations will only be made available for supervised review, at the request of the student, and will remain on-file for a limited time with the course professor rather than being returned to each student's possession.

Business Cases:

Each student will be assigned to a case group, which will prepare reports for two cases. The written reports should be brief (5-6 pages in length: 12 point font, 1½ line spacing) and demonstrate critical thinking and professionalism. That is, they should be thoughtful, clear and free of grammatical mistakes. Please refer to the following documents in the course folder on the course Moodle site which provides guidance on how to develop business cases:

1. The Business Case Method Outline
2. Business Writing Guidelines
3. Making a Compelling Business Case (by Don Wagner)
4. Group Work in the Business Program (by Don Wagner)

For the second business case study (Case #2), in addition to developing a written report each group will also deliver an in-class presentation, a maximum of 10 minutes in length, summarizing your analysis and recommendations for the case study. Further details regarding the case presentations will be provided in class.

Peer Evaluations:

All group members are expected to make significant contributions to their group's effort (see "Group Work in the Business Program"). To help ensure that grades accurately reflect the student's level of contribution, each student must submit a peer evaluation form (available on the Moodle site) at the end of the term that will assess the relative contribution of each group member for the two business case assignments. These evaluations will be taken into account when assigning individual grades for the group projects. If all of the students in a group make equal contributions to the group work, then each student will equally receive the group mark; but if the contributions are unequal, an individual student's marks may vary from the group mark. For example, a student that clearly contributes less than their equal share to the group work may receive a 10% or 20% deduction on their case marks, or a failing grade if they make very little or no effort to contribute.

Ethics Presentation:

Each student will be part of a group that presents in class on a business ethics issue (note: presentation groups will be different from case groups). In the third week of the term, each student will be assigned into a group with a presentation topic and date for each group. The 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 group's presentation should be a maximum of 10 minutes in length, after which another 5-10 minutes will be allowed for the group to field questions, comments or debate from the class. 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.

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”.

In the second class following the date of your presentation, students will be required to submit a 1-2 page self-assessment of the presentation. This report should focus on your effectiveness as a presenter in terms of your own verbal and non-verbal communication, mannerisms, preparation, etc. 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
- how you plan to improve your performance and communication the next time you present

Note: Failure to submit an individual assessment will result in a student receiving an “F” for the entire Ethics Presentation exercise.

Business and the Bible Journal:

In order to think about how the Bible relates to the various business principles being studied, you will need to keep a journal of how Biblical passages of your own choosing relate to concepts learned in class. This assignment will be comprised of two parts. The first hand-in will be a series of journal entries that cover *at least 5* verses/passages with your own unique thoughts on how they relate to business (1-3 paragraphs for each – preferably derived from personal devotions and reflections). The second hand-in later in the term should be written as a short paper (3-5 pages) discussing *at least 5* additional verses/passages that all focus around 1-2 main themes relating to business, building on each other to form a more in-depth reflection on a particular topic(s). Class time will be set aside twice throughout the term for overall group discussion of these journals.

Class Participation:

Another component of your grade is participation during class time. Students are expected to attend all classes, having prepared for class by reading the assigned text chapters ahead of time, and actively participate in group discussions. The skills needed to participate effectively in class and present your ideas are essentially the same skills required to participate effectively in the business world. The ability and willingness to speak up in front of others is an important skill for students to develop. If external circumstances or illness prevent you from attending or adequately preparing for a class, please let the professor know so that this can be taken into account, as repeated absences from class will negatively impact a student’s individual participation grade.

Grading

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
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

To pass the course, students must achieve an overall grade of at least 50% and must earn a combined passing grade on the non-group work elements of the course. Failure to submit an assignment or write an exam on the assigned date without legitimate reason (i.e. evidenced illness) or prior approval of the instructor may result in a failed grade for the course. In the case of legitimate or approved absence, and at the instructor's discretion, the assigned date may be rescheduled to a later date, or if this is not practically possible, the marks reallocated to other components of the course grade.

All hand-in assignments and exams must include the student's name and ID number.

Please note that final grades will be available on your student portal. Printed grade sheets are no longer mailed out.

Important Dates for Registration, Withdrawal, and Course Auditing

September 17th, 2010, is the last day to enter a course without permission or to withdraw from a course without incurring a financial penalty in terms of tuition refund.

November 12th, 2010, is the last day to voluntarily withdraw from a course or change to audit without academic penalty.

Course withdrawal forms are available from the Registrar. Students who do not follow the proper withdrawal procedures will be recorded as having failed the course.

In-class Use of Electronic Devices

The use of personal electronic devices by students in-class is purely at the discretion of the instructor. The use of music players, earphones, cell phones, PDAs, or any other personal entertainment devices will not be allowed in-class at any time. Typically, laptop or notebook computers may be utilized only for taking notes or reviewing course materials if necessary. However, if laptop use becomes a distraction for other students in the class, or is used for activities that are not class-related (i.e. Internet browsing, playing games, watching videos, emailing, chatting, etc.), the instructor will ask the student to stop using the laptop and put it away, and make a deduction to the student's course participation grade – 20% deduction for first instances; additional 40% deduction and loss of laptop use for the remainder of the semester for any repeat instances.

Audio or video recording of class lectures is strictly prohibited without the prior expressed consent of the instructor.

Important Notes

Students are advised to retain this syllabus for their records. It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Student Handbook and Academic Calendar. 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.

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a "Course Extension" from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the appropriate deadline (as listed in the Academic Calendar <http://www.ambrose.edu/publications/academiccalendar>).

Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Academic dishonesty is taken seriously at Ambrose University College as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to give credit to another person's ideas or words. Plagiarism and cheating can result in a failing grade for

an assignment, for the course, or immediate dismissal from Ambrose. Students are expected to be familiar with the policy statements in the current academic calendar and the student handbook that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

Course changes, including adding or dropping a course, may be made during the Registration Revision period, as outlined in the Calendar of Events. All course changes must be recorded on a Registration form, available from the Office of the Registrar. Due to circumstances such as class size, prerequisites or academic policy, the submission of a Registration form does not guarantee that a course will be added or removed from a student's registration. Students may change the designation of any class from credit to audit up to the date specified in the Calendar of Events, although students are not entitled to a tuition adjustment or refund after the Registration Revision period.

Withdrawal from courses after the Registration Revision period will not be eligible for tuition refund. Students intending to withdraw from some or all of their courses must submit a completed Registration form to the Registrar's office. The dates by which students may voluntarily withdraw from a course without penalty are listed in the Calendar of Events. A grade of 'W' will be recorded on the student's transcript for any withdrawals from courses made after the end of the Registration Revision period and before the Withdrawal Deadline (also listed in the Calendar of Events). 'W' grades are not included in grade point average calculations. A limit on the number of courses from which Academic a student is permitted to withdraw may be imposed. Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Office of the Registrar in writing within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal to review final grades. If the appeal is sustained, the fee will be refunded.

**BUS100 Introduction to Business
Weekly Reading Schedule**

Date	Class Topic	Text chapters
Sept 8 th	Introduction and course overview	
Sept 10 th	The Canadian business system	1
Sept 15 th	Environments of business	2
Sept 17 th	Entrepreneurship and small business	4
Sept 22 nd	Managing the business firm <i>Assigning of groups for ethics presentations</i>	6
Sept 24 th	Ethics & social responsibility Discussion of Bible Business Journals Assignment: Hand-in Bible Business Journals #1	3
Sept 29 th	Organizing the business firm	7
Oct 1 st	Managing human resources and labour relations <i>Assigning of groups for case studies</i>	8
Oct 6 th	<i>Business case & skills development class:</i> Effectively writing and presenting a business case study	
Oct 8 th	Organizational leadership Ethics presentation: Group #1	9
Oct 13 th	Operations management <i>Review for mid-term exam</i> Ethics presentation: Group #2	10
Oct 15 th	Mid-term exam	
Oct 20 th	No class – Ambrose Community Day	
Oct 22 nd	No lecture – Group work on case study reports	
Oct 27 th	Marketing: Consumer behavior Ethics presentation: Group #3	12
Oct 29 th	Marketing: Product & promotion <i>Review and discussion of mid-term exam</i>	13

	Ethics presentation: Group #4	
Nov 3 rd	Accounting and information systems Assignment: Group case study #1 written reports due	11
Nov 5 th	Accounting and information systems	11
Nov 10 th	Review and discussion of case study #1 Ethics presentation: Group #5	
Nov 12 th	Discussion of Bible Business Journals Assignment: Hand-in Bible Business Journals #2	
Nov 17 th	Marketing: Pricing & distribution Ethics presentation: Group #6	14
Nov 19 th	Business case: Marketing	
Nov 24 th	Money, Banking and Securities Markets	15
Nov 26 th	International Business Discussion of current events & business in the news Assignment: Group case study #2 written reports due	5
Dec 1 st	In-class group presentations of case study #2 Assignment: Group presentations of case studies	
Dec 3 rd	Financial Decisions and Risk Management Review and discussion of case study #2	16
Dec 8 th	<i>Course review for final exam</i>	

Note: The dates and order of topics outlined in this schedule may be subject to change at the instructor's discretion throughout the term. Any changes will be communicated in advance.