

COURSE SYLLABUS



COURSE TITLE: **BUS 110: Introduction to Business**
CLASS SECTION: 001
TERM: 2023 Fall
COURSE CREDITS: 3
DELIVERY METHOD(S): Classroom

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.
Learn more about Camosun's [Territorial Acknowledgement](#).

Mandatory Attendance for First Class Meeting of Each Course

This course section requires mandatory attendance for the first class meeting of the course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies for Students" [Registration Policies for Students | Camosun College](#).

INSTRUCTOR DETAILS

NAME: Glen Allen
EMAIL: alleng@camosun.ca
OFFICE: Ewing 304 (Lansdowne) / CBA 265 (Interurban)
HOURS: **LANSDOWNE - Ewing 304:** Thursday 5:00-5:50pm (or by appointment)
INTERURBAN - CBA 265: Monday 10:30-11:30 and 1:30-2:20pm (or by appointment)

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

This course provides learners with an overall framework for understanding the general components of business and concepts of business management. Students will explore the role of business in society; forms of business ownership; business management and leadership; human resource management; operations management; marketing; accounting and financial management; and global business.

PREREQUISITE(S): One of: C in English 11; C in Composition 11; C in Creative Writing 11; C in Literary Studies 11; C in New Media 11; C in Spoken Language 11; C in ENGL 050 (Prior to September 2020), C in ENGL 070 (Must be completed prior to taking this course)

CO-REQUISITE(S): n/a

EQUIVALENCIE(S): n/a

EXCLUSION(S): n/a

Upon successful course completion, students will be able to:

i) Demonstrate an understanding of the overall framework of business and its role in Society

Performance Indicators:

- Compare and contrast the role of business and government in various competitive markets
- Describe the relationship between supply and demand
- Describe the various forms of business ownership and organization
- Describe the major global influences affecting business management and operations

ii) Demonstrate an understanding of the concepts and principles of management theory

Performance Indicators:

- Describe the four functions of management
- Compare and contrast various approaches and theories related to employee motivation
- Demonstrate an understanding of business ethics and corporate social responsibility

iii) Demonstrate an understanding of the functional components of business management

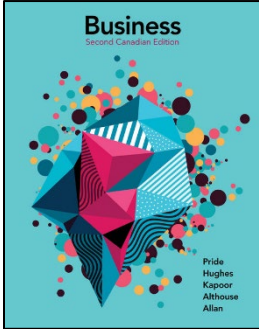
Performance Indicators:

- Describe the purpose and major approaches to operations management
- Describe the role of marketing and four elements of the marketing mix
- Describe the basic functions and principles of accounting and financial management

iv) Demonstrate the ability to work effectively in a team

Performance Indicators:

- Demonstrate appropriate and productive team roles and behaviours
- Apply effective time management strategies



Textbook: Pride, W.M., Hughes, R.J., Kapoor, J.R., Althouse, N.R., & Allan, L.A. (2023). *Business* (2nd Canadian ed.). Canada: Cengage Learning Canada, Inc. ISBN (e-book): 9780176935634 / ISBN (loose-leaf): 9780176935757

The textbook is available primarily in electronic (e-book) format, accessible through a digital resource called *MindTap*. *MindTap* includes the e-book plus a range of useful self-study resources such as videos, chapter reviews, self-quizzes, etc. *MindTap* may also be purchased bundled with a loose-leaf paper version of the textbook. Both the standalone *MindTap* resource and the *MindTap* + loose-leaf text bundle can be purchased through:

- ✓ Camosun Bookstore (www.camosuncollegebookstore.ca) is open for in-person shopping, as well as online textbook orders for shipment to your home or on-campus pick-up. Access codes for digital text resources are also available for purchase through the bookstore.
- ✓ Cengage Learning (www.cengage.ca)

To access the *MindTap* resource, students will need a student registration URL and a “course key” to access the site. These will be provided by your instructor during the first week of class.

A digital business simulation will also be introduced and used throughout this course. There is no additional cost for this simulation.

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

Lectures are scheduled on Thursday evenings from 6:00-8:50pm between September 7 and December 7, 2023, and will take place in Ewing 115 (Lansdowne Campus). Students are expected to arrive on time so that classes may begin promptly at 6:00pm.

A comprehensive final exam will be held during the exam period December 11-19 (date/format to be announced).

Lecture materials, quizzes, assignments, and other important resources will be posted to the course website at <http://online.camosun.ca/>. Lecture slides will typically be posted immediately following each lecture.

Please see the following page for a comprehensive list of chapter readings, assignment due dates, and other information. Please note that this schedule is intended as a guide only and is subject to periodic revision at the discretion of the instructor.

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor. This version last revised: **September 5, 2023**.

Date	Topic	Reading	Assignment/Activity	Due Date
Week 1 Thu Sep 7	Course Introduction; The World of Business	Ch.1	D2L Ungraded Sample Quiz	Sun Sep 10 @ 11:59pm
			D2L Discussion #1	
			D2L Quiz (Ch.1)	Sun Sep 17 @ 11:59pm
Week 2 Thu Sep 14	Ethics & Social Responsibility; Global Business	Ch.2 Ch.3	D2L Discussion #2	Sun Sep 17 @ 11:59pm
			D2L Quizzes (Ch.2, 3)	
Week 3 Thu Sep 21	Entrepreneurship; Business Ownership	Ch.5 Ch.6	D2L Quizzes (Ch.5, 6)	Sun Sep 24 @ 11:59pm
Week 4 Thu Sep 28	Management Process; Organizational Design	Ch.7 Ch.8	D2L Discussion #3	Sun Oct 1 @ 11:59pm
			D2L Quizzes (Ch.7, 8)	
Week 5 Thu Oct 5	HR Management	Ch.9	D2L Quiz (Ch.9)	Sun Oct 8 @ 11:59pm
Week 6 Thu Oct 12	Midterm Exam; Simulation Project Introduction		Midterm Exam	Thu Oct 12 (in class)
Week 7 Thu Oct 19	Motivating Employees; Labour Relations; Simulation Project	Ch.10 Ch.11	Project Team Charter	Thu Oct 19 (in class)
			D2L Discussion #4	Sun Oct 22 @ 6:00pm
			D2L Quizzes (Ch.10, 11)	
Week 8 Thu Oct 26	Customer Relationship Mgt; Simulation Project	Ch.12	D2L Discussion #5	Sun Oct 29 @ 11:59pm
			D2L Quiz (Ch.12)	
Week 9 Thu Nov 2	Developing & Pricing Products; Simulation Project	Ch.13	D2L Quiz (Ch.13)	Sun Nov 5 @ 11:59pm
			Simulation KPI Report #1	
Week 10 Thu Nov 9	Promotion & Distribution; Simulation Project	Ch.14	D2L Quiz (Ch.14)	Sun Nov 12 @ 11:59pm
			Simulation KPI Report #2	
Week 11 Thu Nov 16	Managing Operations; Simulation Project	Ch.15	D2L Quiz (Ch.15)	Sun Nov 19 @ 11:59pm
			Simulation KPI Report #3	
Week 12 Thu Nov 23	Integrating Sustainability; Simulation Project	Ch.16	D2L Quiz (Ch.16)	Sun Nov 26 @ 11:59pm
Week 13 Thu Nov 30	Accounting & Finance; Simulation Project	Ch.17	Simulation Team Report	Sun Dec 3 @ 11:59pm
			D2L Quiz (Ch.17)	
Week 14 Thu Dec 7	Team Presentations; Final Exam Review		Simulation Team Presentation	Thu Dec 7 @ 6:00pm
			Reflective Writing	Sat Dec 9 @ 11:59pm
Exam Period Dec 11-19	Final Exam - all chapters & course material; exact date and format to be announced			

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Individual Assignments & Participation <ul style="list-style-type: none">• D2L Chapter Quizzes – best 15 of 16 (15%)• D2L Discussion Forum Participation (10%)• Timely Peer Evaluation Completion & Results (5%)	30%
Team Simulation Project <ul style="list-style-type: none">• Team Charter (5% group mark)• KPI Reports (10% individual mark)• Final Simulation Report (10% group mark)• Team Presentation (5% group mark)	30%
Examinations <ul style="list-style-type: none">• Midterm Exam (15%)• Final Exam (25%)	40%
	TOTAL
	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

Assignment formatting. The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa7>.

- Unless otherwise specified, all assignments should use 12-pt Times New Roman font.
- Grammar, spelling, style, and APA formatting of citations and references will be assessed in your mark.
- All secondary data incorporated into assignment submissions must be properly referenced to source(s).
- Unless otherwise specified, all assignment file names should begin with student's last name and be submitted to the appropriate D2L Assignments folder by the scheduled due date.
- Unless otherwise specified, you are to submit your own work; any collaborated work (unless permitted by the instructor) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Assignment, quiz, and exam deadlines. All assignments must be submitted on or before the scheduled due date. A grade of zero will be assigned for late submissions or for non-attendance at a scheduled exam (exceptions will be made only for documented medical or family emergencies, and will require instructor approval in advance). There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, quiz, midterm, or final exam.

- ❑ Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss assignment and exam accommodation timelines with their instructors at the beginning of each semester.
- ❑ Medical notes must be dated, signed, and be written on letterhead or prescription paper imprinted with the physician's name and address. Notes are accepted from Physician (GP or medical specialist), Nurse Practitioner, Psychiatrist, Psychologist, Counsellor and Aboriginal Elder. Electronic notes will not be accepted. Medical documentation must be received as soon as reasonably possible.

SCHOOL OR DEPARTMENTAL INFORMATION

The School of Business is committed to promoting competence, professionalism and integrity in our students and developing their core skills to succeed throughout their academic programs and in their careers. The purpose of the Academic Integrity policy is to provide clear expectations of appropriate academic conduct and to establish processes for discipline in appropriate circumstances. It is your responsibility to become familiar with the content and the consequences of academic dishonesty.

- ❑ See Camosun College (2021) [Academic Integrity Policy](#): "Students' Rights and Responsibilities".

Acts of academic dishonesty include, but are not limited to:

- ❑ Using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- ❑ Duplicating a table, graph, or diagram, in whole or in part, without referencing the source.
- ❑ Paraphrasing the ideas of another person, whether written or verbal, without referencing the source.
- ❑ Providing answers to another student in any test, examination, or take-home assignment.
- ❑ Taking any unauthorized materials into an examination or test.
- ❑ Submitting the same paper or portions thereof for more than one assignment in different courses without the instructor's permission.

If you are uncertain or have any questions regarding academic integrity, please do not hesitate to discuss these with your instructor.

Final Exams: Students are expected to write tests and final exams at the scheduled time and place. In emergency circumstances, a student may write a test or final examination before or after the scheduled time if the student would otherwise be unable to complete the program or course. Exceptions due to emergency circumstances, such as unavoidable employment commitments, health problems, or unavoidable family crises, require the approval of the appropriate instructor. **Holidays or scheduled flights are not considered emergencies.** The student may be required to provide verification of the emergency circumstance.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc.). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<https://camosun.ca/services/academic-supports/accessible-learning>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal (see [policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.