

Instructor: *Patrick J. Kidd*
Office: 4H.7
Telephone: *Please use e-mail*
Email Address: *pkidd@DawsonCollege.qc.ca*
Response usually within two scheduled teaching days (= business days).
Office Hours: See MyDawson (by appointment)

Course Hours: 45
Pre-requisite: None
Course Weighting: 3-0-3

PROGRAM COMPETENCIES

This course is linked to the following ministerial competency which is fully addressed in this course:

Competency	Statement of the Competency
022N	To identify the contribution of knowledge related to the Social Science disciplines to the understanding of human phenomena.

Elements of Competency

1. To understand the development of the body of knowledge being studied.
2. To know and understand the main facts, notions, concepts, theories, methods, and other key components of this body of knowledge.
3. To demonstrate the relevance and scope of these components in the understanding of human phenomena.

COURSE DESCRIPTION

- For the Social Science student, “Introduction to Business” provides an opportunity to explore how business activities are organized to enable raw materials and human resources to be combined to produce useful consumer goods and services. This course links with and draws from many Social Science courses including Economics, Psychology, and Sociology.
- For the Commerce student, this course is an important introduction and overview of various business characteristics and topics before the student specializes in particular areas of study such as Marketing, Management, or Finance.
- For all students, the course provides knowledge and an understanding of essential conditions for the survival and development of business as well as other enterprises in which the student may one day work.

COURSE AIMS & OBJECTIVES

- The primary aim of this course is to provide the student with an introductory overview and a general background to the elements and characteristics of business.
- The course will help the student focus on specific issues related to the business world such as the structure of business, its principal activities, typical problems, ethical and social considerations, as well as economic and financial components and their roles in business activities.
- To understand the development of the body of knowledge being studied.
- To know and understand the main facts, notions, concepts, theories, methods, and other key components of this body of knowledge.
- To demonstrate the relevance and scope of these components in the understanding of human phenomena.

LEARNING ACTIVITIES / METHODOLOGY

- The following learning methods will be used: lectures, labs, videos, progress tests/quizzes, discussions, case analyses, student assignments, and presentations.

LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

- understand the nature of the modern trends affecting Canadian business;
- understand the economic environment in which business operates in Canada;
- be able to recognize and appreciate the ethical and social considerations of conducting business in the modern world;
- be able to identify and understand the various forms of business organizations;
- be able to define and understand a “small business” and appreciate the “entrepreneurship” involved in starting a business;
- be able to explain the role and function of management, how goals and objectives are met, and to distinguish the various styles of management;
- be able to define the types of organizations and know their basic elements and governing principles;
- understand the basic functions and techniques of Production, Marketing, Personnel, Labour relationships, Accounting, and Finance;
- be able to analyse and assess business situations and recognize problems and opportunities;
- be able to make appropriate business decisions and recognize key issues in the context of “case problems”.

REQUIREMENTS

- **Preparation.** Students are expected to complete any homework, read and prepare any assigned text, and review any cases prior to class.
- **Participation** includes student contribution to and involvement in all course activities (lessons, discussions, presentations, exercises, quizzes, homework, labs, etc.). Good participation is characterised by a positive attitude, appropriate comportment, punctuality, successful completion of all assigned work, and progress in academic performance. Marks will be allocated for these components of Participation. There will be no chance to make up for evaluated in-class activities. If you aren't in class, you can't participate in that class. No exceptions.
- **No electronics** (phones, computers, etc.) permitted during lessons unless specifically instructed otherwise for certain activities.
- **Penalties** for late submissions will be up to 10% for each day late. Work is due **before** the beginning of the class.
- **Examinations** will draw on all the material presented in the text, hand-outs and online notes, labs, homework, assignments, and lectures. Students are not allowed to leave the classroom during an exam. If a student wants to leave the classroom, the exam must first be handed in.
- **Failure** to pass (60%) any one of the components of the course (“Evaluation”) may result in failure in the course.
- **Plagiarism** or any other form of **cheating** will result in **failure** (for the assignment or for the course).
- **Departmental Policies** of the Business Administration Department – see policy.pdf

EVALUATION

Activity	Marks	Tentative Dates
Participation (see 'Requirements')	10%	Throughout
Projects & Presentations	15%	Weeks 4, 11
Exams (3*25%)	75%	Weeks 5,10,14

REQUIRED TEXTBOOK



BUSN – Second Canadian Edition Kelly/McGowen/MacKenzie/Snow - Nelson

CourseMate includes the eBook (digital eText) and other online learning materials
CourseMate is required. The physical textbook is optional.

CourseMate Access Code (12 months) – ISBN 9780176555450 (online purchase)
Package: BUSN textbook + CourseMate Access Code (12 months) - ISBN 9780176555306

Accompanying Materials:

There will be accompanying support material provided on my Website and on the MyDawson site. Students are expected to consult these Websites on a regular basis.

CONTENT

- Chapter 01: Business Now: Change Is the Only Constant
- Chapter 02: Business Communication: Creating and Delivering Messages That Matter
- Chapter 03: Business Ethics and Social Responsibility: Doing Well by Doing Good
- Chapter 04: Economics: The Framework for Business
- Chapter 05: Business Formation: Choosing the Form That Fits
- Chapter 06: Small Business and Entrepreneurship: Economic Rocket Fuel
- Chapter 07: Accounting: Decision Making by the Numbers
- Chapter 08: Finance: Acquiring and Using Funds to Maximize Value
- Chapter 09: Securities Markets: Trading Financial Resources
- Chapter 10: Marketing: Building Profitable Customer Connections
- Chapter 11: Product and Promotion: Creating and Communicating Value
- Chapter 12: Distribution and Pricing: Right Product, Right Person, Right Place, Right Price
- Chapter 13: Management, Motivation, and Leadership: Bringing Business to Life
- ~~Chapter 14: Human Resource Management: Building a Top-Quality Workforce~~
- ~~Chapter 15: Managing Information and Technology: Finding New Ways to Learn and Link~~
- ~~Chapter 16: Operations Management: Putting It All Together~~
- ~~Chapter 17: The World Marketplace: Business without Borders~~