IBH 1AB3 - Perspectives on Canadian Business
(Integrated Business and Humanities Program)
Winter 2019 Course Outline

Strategic Management Area
DeGroote School of Business
McMaster University

COURSE OBJECTIVE

This course will examine how the business environment can affect Canadian organizations and their stakeholders. Functional areas of business will be introduced in order to understand the basics of management.

INSTRUCTOR AND CONTACT INFORMATION

Professor Rita Cossa

cossar@mcmaster.ca

(905) 525-9140 ext. 26197

Office: DSB #223

Office Hours:
Tues. 10:30 - 11:30 a.m.
and by appointment

Section 1:

Tues. 2:30 - 3:20 p.m.
Thurs. 2:30 - 4:20 p.m.

Location: LRW 3017

Course Website: http://avenue.mcmaster.ca

COURSE ELEMENTS

Credit Value: 3  Leadership: Yes  IT Skills: Yes  Global View: Yes
Avenue to Learn: Yes  Ethics: Yes  Numeracy: Yes  Written Skills: Yes
Participation: Yes  Innovation: Yes  Group Work: Yes  Oral Skills: Yes
Evidence-based: Yes  Experiential: Yes  Final Exam: Yes  Guest Speakers: Yes

COURSE DESCRIPTION

This course will introduce students to business principles, techniques, and terms within both the Canadian and global context. It will include a discussion on the business environment, management theory, and the introduction of functional areas of business. Upon completion, students will have a foundation for future business courses.

LEARNING OUTCOMES (LOs)

Upon successful completion of this course, students will be able to complete the following keys tasks:

- LO 1: Identify and explain the principles and terms used by business practitioners as assessed through the evaluative components of your exams, Connect, and CapsimCore;
- LO 2: Develop your time management, organization, communication skills, and analytical skills as part of the process to optimize your course performance;
- LO 3: Collaborate with your team in making business decisions through an online simulation with the goal to manage a financially healthy and profitable company; and
- LO 4: Participate in creating a video that summarizes your CapsimCore experience.

**REQUIRED COURSE MATERIALS AND READINGS**

Course materials (e.g., partial lecture slides) are available on Avenue to Learn (Avenue). In addition, you need to purchase the following items:

**Item 1 (Purchase in the Campus Store - GH #B101):** buy one of the following of *Understanding Canadian Business, 9th Canadian ed.* by William G. Nickels et al. in the form of (i) access to Connect, a Web-based learning solution that includes the eBook for $89 + tax with the option to also purchase a loose-leaf print text that will be shipped directly to you ($30 plus shipping & handling) OR (ii) a paper textbook and access to Connect package for $129.95 + tax.

**Item 2 (Purchase Details on Avenue):** CapsimCore Business Simulation Registration for US$39.99 (credit card required).

**EVALUATION**

Learning results from in-class lectures, out-of-class preparation, and group work. All work will be evaluated on an individual basis except where group work is expected. In such cases, group members will share the same grade adjusted by the Peer Evaluation process. No extra assignments will be considered for this course. Your final grade will be calculated as follows:

**Components and Weights**

<table>
<thead>
<tr>
<th>Component</th>
<th>Date</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual: Midterm Exam LO 1 &amp; LO 2</td>
<td>February 8</td>
<td>30%</td>
</tr>
<tr>
<td>Individual: Noncumulative Final Exam LO 1 &amp; LO 2</td>
<td>Scheduled by the Office of the Registrar</td>
<td>35%</td>
</tr>
<tr>
<td>Individual: Connect LO 1 &amp; LO 2</td>
<td>Average of 15 Chapters</td>
<td>10%</td>
</tr>
<tr>
<td>Group: 24-Hour Case LO 1 &amp; LO 2</td>
<td>January 25 &amp; January 26</td>
<td>5%</td>
</tr>
<tr>
<td>Group: CapsimCore Business Simulation LO 1 - LO 3</td>
<td>February 26 - March 28</td>
<td>15%</td>
</tr>
<tr>
<td>Group: CapsimCore Video LO 2 &amp; LO 4</td>
<td>April 4</td>
<td>5%</td>
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<tr>
<td>Total</td>
<td></td>
<td>100%</td>
</tr>
<tr>
<td>Individual Bonus LO 1 &amp; LO 2</td>
<td>McMaster World Congress (Jan. 31 &amp; Feb. 1)</td>
<td>1%</td>
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**NOTE:** The use of a calculator or dictionary is NOT allowed during examinations for this course.
Communication and Feedback

Students who wish to correspond with Instructors or Teaching Assistants directly via email must send messages that originate from their official McMaster University email accounts. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants.

Instructors are required to provide evaluation feedback for at least 10% of the final grade to students prior to Week #9 in the term. Instructors may conduct an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

Conversion

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.

<table>
<thead>
<tr>
<th>LETTER GRADE</th>
<th>PERCENT</th>
<th>LETTER GRADE</th>
<th>PERCENT</th>
<th>LETTER GRADE</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>90 – 100</td>
<td>C+</td>
<td>67 - 69</td>
<td>F</td>
<td>0 - 49</td>
</tr>
<tr>
<td>A</td>
<td>85 - 89</td>
<td>C</td>
<td>63 - 66</td>
<td>D+</td>
<td>57 - 59</td>
</tr>
<tr>
<td>A-</td>
<td>80 - 84</td>
<td>C-</td>
<td>60 - 62</td>
<td>D</td>
<td>53 - 56</td>
</tr>
<tr>
<td>B+</td>
<td>77 - 79</td>
<td>D+</td>
<td>57 - 59</td>
<td>D-</td>
<td>50 - 52</td>
</tr>
<tr>
<td>B</td>
<td>73 - 76</td>
<td>D</td>
<td>53 - 56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B-</td>
<td>70 - 72</td>
<td></td>
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</table>

Students who wish to have a course component re-evaluated must complete the form that can be accessed at http://www.mcmaster.ca/policy/Students-AcademicStudies/Form_A.pdf. In order for the component to be re-read, the following steps will be followed:

- The component must be worth 10% or more of the final grade in the course.
- Students must pay a fee of $50 in Gilmour Hall, Room 209. The receipt is then brought to the Student Experience - Academic Office in DSB 112.
- The Area Chair will seek out an independent adjudicator to re-grade the component.
- An adjustment to the grade for the component will be made if a grade change of three points or greater on the 12 point scale (equivalent to 10 marks out of 100) has been suggested by the adjudicator that is assigned by the Area Chair.
- If a grade change is made, the student fee will be refunded.

Course Deliverables

a. Classroom Expectations

Bring your name card to every class.

Review the Course Schedule and complete the assigned work (e.g., Connect chapter) before class. Bring the relevant lecture notes to class as the content will be covered quickly to allow more time for discussion. You are encouraged to participate in class discussions and to raise your hand if clarification or repetition is required. Common courtesy is expected throughout the term.

Arrive on time. Stay focused on the course content. Do not be distracted by your devices (e.g., computers). Cell phones need to be put away before the start of class. Discussions are not to be recorded or photos taken at any time; otherwise, the student will be asked to leave the class.

www.degroote.mcmaster.ca
b. Individual: Examinations (65%)

The midterm accounts for 30% of your final grade. It will be 75 minutes (1.25 hours) in length and it will cover seven chapters (Chapters 1-7). The noncumulative final examination accounts for 35% of your final grade. Scheduled by the Office of the Registrar, the final examination will be 120 minutes (2 hours) in length. It will cover the balance of the eight chapters (Chapters 8, 10, 12-15, and 17-18).

Both examinations consist of equally-weighted multiple-choice questions. You are responsible for all of the assigned work and course content which includes lectures, videos, and podcasts. Sample questions will be covered throughout the course. Details will be communicated prior to each examination.

c. Individual: Connect Chapters (10%)

Connect is a Web-based learning solution published by McGraw-Hill Education as a supplement to the textbook. It includes the eBook and an assessment program. You are encouraged to complete fifteen Connect chapters throughout the term. You need to correctly answer all of the publisher-created and system-generated Connect questions by each deadline. Each deadline will fall prior to that chapter being covered in class. Chapter deadlines are Monday nights by 11:00 p.m. for Class 1 of the week and Wednesday nights by 11:00 p.m. for Class 2 of the week. Your grade will be based on the average of the 15 chapters completed.

NOTES:

- Chapters 1 & 5 are due by Mon., Jan. 14 (11:00 p.m.). After this, the deadlines noted above prevail.

- Partial marks (based on the correct percentage completed by the deadline) are possible. For incorrectly answered questions, the system will generate additional questions until it is satisfied that you are knowledgeable about the concept. For optimal results, work ahead and schedule sufficient time.

d. Individual (DeGroote 24-Hour Case): Fri., Jan. 25 (5 - 9 p.m.) & Sat., Jan. 26 (8 a.m. - 6 p.m.) for 5%

This experiential-learning group activity is a case opportunity for students to solve a specific problem related to financial literacy. Over an 18-hour period, and within the groups formed in class, students will be asked to conduct research, generate ideas, and present their recommendations using a PowerPoint presentation to a judging panel. The judges will be representatives from one of DeGroote's sponsor financial organizations. Business casual attire is mandatory.

Review the BCom Bulletin during the first week in Jan. for information. There will also be a speaker that will discuss details on this event during the Week of January 14. Send any questions to buscom@mcmaster.ca.

e. Individual (Bonus): MWC in MUSC, CIBC Hall, 3rd Floor (1%)

The theme of this year’s McMaster World Congress (MWC), to be held on Thurs., Jan. 31 and Fri., Feb. 1, is blockchain technology. You can earn up to 1% by attending two, free, fifty-minute presentations (0.5% per presentation) in the McMaster University Student Centre (MUSC), CIBC Hall, 3rd Floor. (This excludes the networking dinner.) Email all questions to worldcongress@mcmaster.ca. Registration for the limited-seating presentations opens on Jan. 14 via http://worldcongress.mcmaster.ca/register/. Be sure to first scan your student card before entering the presentation room in order to confirm your attendance. Business formal attire is mandatory.

f. Group: CapsimCore Business Simulation (15%)

Form your own group of five students. Your Instructor may randomly assign students to a group. You are expected to contribute consistently and equally to group work throughout the term.

www.degroote.mcmaster.ca
CapsimCore is a business simulation that provides a hands-on environment where students can explore the complexities and challenges of running a business. In this case, you and your group members are in charge of running a company that creates sensors. These sensors are sold to other manufacturers that use your sensors in their products. Due to changes in the legal environment, you must focus on improving your products through decisions in four areas: Research and Development; Marketing; Production; and Finance. At the end of each year of decisions, you will be able to see how your company performed against the competition (i.e., the other groups in the class). Your goal is to manage a healthy and profitable company and you will be evaluated on five Key Performance Indicators: sales (revenue); profit; stock price; contribution margin; and emergency loan.

Each team must make decisions over a period of eight years that take place over four weeks. Each team is required to submit a set of the firm’s decisions for each year of the simulation. As per the Course Schedule, the simulation decisions must be uploaded by 11:59 p.m. on Tuesday nights and Thursday nights. Be prepared to meet regularly outside of class time to make your decisions by each deadline.

Later years will be weighted more heavily than earlier ones. Based on these results, each team will be given a relative weighted ranking across all of the IBH 1AB3 groups.

NOTES:

- All of the resources you need are provided through Capsim. It is critical that you review the files provided as well as complete the online tutorials prior to inputting the Practise Round 1 Decisions.
- When inputting your Year 8 decisions, you must assume that the company will continue to operate beyond Year 8 and along the same trajectory as the earlier years.

**g. Group: CapsimCore Video (5%)**

Each team will create a video that will be a maximum of eight minutes in length. The video will detail the decision-making process that contributed to the successes and failures of its Capsim company from Year 1 to Year 8. You decide on the content. Attire is to be consistent with the theme chosen. Students will be evaluated on the thoroughness of the presentation content, communication skills, and creativity. Each group member should have relatively equal presentation time.

**ACADEMIC DISHONESTY**

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences (e.g., the grade of zero on an assignment, the loss of a credit with a notation on your transcript where the notation reads “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the University.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty, please refer to the Academic Integrity Policy located at this URL: [www.mcmaster.ca/academicintegrity](http://www.mcmaster.ca/academicintegrity).

The following illustrates only three forms of academic dishonesty:

1. Plagiarism (e.g. the submission of work that is not one’s own or for which other credit has been obtained);
2. Improper collaboration in group work; and
3. Copying or using unauthorized aids in tests and examinations (e.g., a calculator for this course).
ONLINE COURSE COMPONENTS

In this course we will be using Avenue (http://avenue.mcmaster.ca). Students should be aware that when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure.

If you have any questions or concerns about such disclosure, please discuss this with your Instructor.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

Students may request relief from a regularly scheduled midterm, test, assignment or other course component. Adjudication of all requests must be handled by your faculty’s Associate Dean’s Office. Instructors cannot allow students to unofficially write make-up examinations/tests.

Please refer to the Missed Course Work and Policy and procedure on the DeGroote School of Business Website at the following link: http://ug degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/.

STUDENT ACCESSIBILITY SERVICES

Students who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Academic accommodations must be arranged for each term of study. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or email sas@mcmaster.ca.

For more information, consult McMaster University’s Policy for Academic Accommodation of Students with Disabilities at this link: http://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicAccommodation-StudentsWithDisabilities.pdf.

POTENTIAL MODIFICATIONS TO THE COURSE

The Instructor reserves the right to modify elements of the course during the term. There may be changes to the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with an explanation and the opportunity to comment on changes. It is the responsibility of students to check their McMaster email accounts and Avenue weekly during the term and to note any changes.

ACKNOWLEDGMENT OF COURSE POLICIES

Your enrollment in IBH 1AB3 will be considered to be an implicit acknowledgement of the course policies outlined in this document or of any other that may be announced during lecture and/or on Avenue. **It is your responsibility to read this Course Outline, to familiarize yourself with the course policies, and to act accordingly.** Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

COURSE SCHEDULE

Review Avenue for the Course Schedule.