



BEDDIE SCHOOL OF BUSINESS
SIMON FRASER UNIVERSITY

COURSE PACKAGE
Introduction to Business
BUS 201–D200

2016-3

Lecturer: Christian Venhuizen

BUS 201 COURSE PACKAGE

Course:	Introduction to Business (BUS201) D200	TAs:	Mavis Lum; Karamveer Virdi
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Office Hours:	Tuesday 10:15-11:00 (or by appointment when possible)		
Website:	See Canvas (BUS201 D200)		

Prerequisites: As stated in the SFU Calendar

Required Text: **Ebert Business Essentials, 8th Canadian Edition** plus eText and MyBizLab (**bound text**) ISBN 9780134302072 \$139.95 suggested list **OR**
Ebert Business Essentials, 8th Canadian Edition, plus eText and MyBizLab (**loose leaf version**) ISBN 9780134583266 \$95 suggested list

Course Objectives:

This introductory course outlines the fundamentals of modern business and organizational management. Working with case studies, students build upon the basics of revenue, profits, contribution and costs, as well as integrate advanced aspects of business models, innovation, competitive advantage, core competence and strategic analysis. This course assumes no prior business knowledge.

Working individually and in teams, full participation in this course should enable students to:

- Gain and retain fundamental business knowledge (Academic and Individual goals).
- Formulate/communicate ideas in a clear, concise, compelling and logical manner (Academic goal).
- Contribute collaboratively and effectively to complete a team project (Academic and Social goals).
- Demonstrate awareness of Beedie's core values (Academic, Individual and Social goals).
- Become connected and engaged in the Beedie Community (Individual and Social goals).

Grading:

8%	Canvas Quizzes
10%	Individual Reading Assignment
12%	In-class Assignments (4)
5%	HBR Quizzes (3-4)
5%	Group Assignment #1 (1 minute creative video)
10%	Group Assignment #2 (5 page report + 2 minute video)
20%	Midterm Examination
30%	Final Examination (<i>minimum 51% required</i>)
<u>3%</u>	(<i>Bonus Marks</i>) Canvas Introduction & In-class Individual Question
103%	

Assignments are **mandatory**; not submitting any of the assignments will result in an **N** (not complete) grade for this course. Late assignments will be charged **10%** of their value per week or portion thereof. Students are required to submit assignments using Word software.

Note: MyBizLab is not required. The text is required—prior editions are not recommended. Copies of the current text are available in both the SRY/BBY libraries, and could be used to augment a prior edition.

BUS 201 Timetable – Fall 2016

Wk	Lecture Topic	Readings	Quiz	Guest	Assignment	Tutorial
1 9/6	What is a Business?	Chapter 1				Intro/Welcome
2 9/13	Economic Environment: The Big Picture	Chapter 2; <i>HBR: What Makes A Leader</i>	Plagiarism & Citation; Ch 1&2 practice			HBR Article
3 9/20	Ethics and Values	Chapter 3; <i>HBR: Managing Oneself</i>	Quiz 1	Speaker 1	In Class Assignment #1	Global Opportunities
4 9/27	Starting a Business: Entrepreneurship	Chapter 4; Crafting a Business Plan Part 1; <i>HBR: Innovation: The Classic Traps</i>	Quiz 2			Midterm Prep & Assistance
5 10/4	Global Business	Chapter 5; <i>HBR: What is Strategy?</i>	Quiz 3	Speaker 2	In Class Assignment #2	Student Engagement Office
6 10/11	Midterm Exam (Chapters/ Lectures 1-5) 90 minutes					
7 10/18	Introduction to the Business Model Canvas	Crafting a Business Plan: Part 2 (a, b) <i>HBR: Meeting the Challenge of Disruptive Change</i>		Speaker 3	In Class Assignment #3 Group Status Report	Course Planning
8 10/25	Managing a Business	Chapter 6; <i>HBR: The Core Competence of the Corporation</i>	Quiz 4		Group Assignment Time	HBR Article

9 11/1	Understanding Leadership and Employment	Chapter 9; HBR: <i>Leading Change: Why Transformational Efforts Fail</i>	Quiz 5	Speaker 4	In Class Assignment #4	Career Management Center
10 11/8	Operations	Chapter 10; HBR: <i>Putting The Balanced Scorecard To Work</i>	Quiz 6		Group Project #1 (Creative Video) due	Team Time
11 11/15	Pricing and Promotion	Chapter 13; HBR: <i>Marketing Myopia</i>	Quiz 7	Speaker 5	Group Project #2 (Academic Video) due	Co-op
12 11/22	Financing a Business	Chapter 15; HBR: <i>Competing on Analytics</i>	Quiz 8		Printed Group Project Report due	No Tutorial
13 11/29	Summary and Review			Speaker 6		Wrap-up and My Aspirations at Beedie

Wrap-up Event: December 2, 4:30-7:30 (BBY)

Final Exam: Sunday December 11, 15:30-18:30

Grading Details

This course focuses on the management and operation of business, including the principles, concepts, ideas and tools used by managers. Management in the contemporary, high tech world is emphasized, featuring examples and cases across a broad spectrum. The course exposes students to international and local business issues, and to large companies as well as to smaller, entrepreneurial firms and not-for-profits.

The general format of the classes will be:

- 1) A discussion of events in business or a business case example. Students will participate in various discussions.
- 2) A lecture based upon the text consisting of foundational business ideas. You will have been tested on the material (using Canvas) before each class – each quiz contributes 1% to overall grades – 8% overall.
- 3) A discussion of a Harvard Business Review (HBR) article. This discussion may begin with a quiz and small team-based discussion.
- 4) A guest speaker (alumni or faculty) usually in the last 30-40 minutes of the class.

On-line Quizzes (8%)

There will be 8 quizzes on Canvas based on the material to be discussed in class. Canvas is the course learning management system found here: <https://canvas.sfu.ca>. Each quiz will be due before the start of the class and will consist of 10 questions. You will have two 20 minute attempts to complete the quiz and will receive the highest grade of the two attempts. There is **no** opportunity to complete quizzes after the deadline. Prior to the first official quiz, you have a chance to practice on Chapters 1&2.

Individual Reading Assignment (10%)

This is randomly assigned by student number and announced in lectures. It will be due the following week. ***It is your responsibility to ensure that you are aware when your assignment is due.*** Late assignments will be penalized a minimum of 1 mark (10%) per week or portion thereof.

- Find an article of interest within the past 14 days from one of: The Economist, The Globe and Mail, The Wall Street Journal, or the New York Times (**Note: G&M articles from Tuesdays, Thursdays and Fridays are not permitted**). The article may appear online but **MUST** have been published in the print edition—this can be verified from the print edition but is usually noted at the end of the article (i.e. “This article appeared on page 7 of the ...”).
- Prepare a **maximum two page summary and assessment that integrates at least one of the concepts** explained in the **upcoming** week’s chapter of the text book or HBR article.
- Provide a working link to, or pdf copy of the article.
- It must be written in business / professional format. More than six spelling/grammatical errors will result in a maximum grade of 6/10.
- This assignment is **individual**, and must be posted to Canvas before the start of the next class.
- The assignment must be in the form of a word document named as follows, and submitted blind (your name should not appear anywhere in the document): Student Number-Assignment 1.doc(x). For example: 301012345-Assignment 1.doc(x). If this assignment has any identification marks your grade will be reduced by 2 marks.
- **Choice of article is important**

In-class Assignments (12%)

There will be four in-class assignments. In-class assignment #3 is a group assignment. If you are not available for the assignment there is no opportunity to make up this work. Assignments are evaluated on a marking rubric provided with the assignment: the schedule of assignments is provided in the timetable above.

Harvard Business Review Quizzes (5%)

There are 10 articles to be covered. Our discussion will sometimes begin with an individual, closed book, multiple-choice quiz on the article followed by a group discussion. The quizzes will be completed in class/tutorials and students should prepare by reading the articles **before** coming to class. There is no opportunity to make-up missed quizzes.

HBR Readings

The Top Ten Harvard Business Review (HBR) articles available online from the library (the following list reflects the order they will be covered in class):

- 1) **What Makes a Leader? (Daniel Goleman)**
- 2) **Managing Oneself (Peter F. Drucker)**
- 3) **Innovation: The Classic Traps (Rosabeth Moss Kanter)**
- 4) **What Is Strategy? (Michael E. Porter)**

- 5) **Meeting the Challenge of Disruptive Change (Clayton M. Christensen and Michael Overdorf)**
- 6) **The Core Competence of the Corporation (C.K. Prahalad and Gary Hamel)**
- 7) **Leading Change: Why Transformation Efforts Fail (John P. Kotter)**
- 8) **Putting the Balanced Scorecard to Work (Robert S. Kaplan and David P. Norton)**
- 9) **Marketing Myopia (Theodore Levitt)**
- 10) **Competing on Analytics (Thomas H. Davenport)**

Group Project: Creative Video (5%)

This assignment asks students in groups of ~4 to develop a 1 minute creative video featuring SFU, Beedie, BUS201 or a sanctioned student event or club (BASS, MISA, Case Camp etc). Full requirements for the group assignment will be provided later in the semester. Contributions made to the group assignment will be evaluated by every member on the team. We strongly encourage all students to participate fully in the team exercise; those who do not contribute fully will lose marks associated with their team assignment. The emphasis of this assignment is *creativity and fun*.

Group Project: Academic Video (10%)

This assignment asks students in groups of ~4 to develop a short report (max 5 pages) along with a short (less than 2 minute) video that supports the report. The report will detail your analysis of a public company, and will reach a recommendation of whether or not your team would invest in the company. By week 7, you are required to hand in a one-page status report, which will account for 10% of the evaluation. Full requirements for the group assignment will be provided later in the semester. Contributions made to the group assignment will be evaluated by every member on the team. We strongly encourage all students to participate fully in the team exercise; those who do not contribute fully will lose marks associated with their team assignment. The emphasis of this assignment is *academic and professionalism*.

Midterm Exam (20%)

A closed-book examination that includes material from classes 1 through 5 (inclusive). Questions can be taken from the HBR articles; will be held in week 6 in the lecture classroom at regular lecture times.

You can expect **50 multiple choice questions** (A-E, incorrect answers will NOT be subtracted from correct answers). There will likely be **4 short answer questions**. Responses will be scored on a 0-4 scale (half marks avoided) as follows:

-1/4: Answered question from prior exam or clearly and incontrovertibly wrong

0/4: Blank or unreadable response.

1/4: Seriously Deficient. Indicates a misunderstanding of the key concepts but may contain some correct element.

2/4: Deficient or Mildly Satisfactory. Includes main elements of a correct answer but partially incorrect or missing two or more significant aspects (definition, core concept or test).

3/4: Satisfactory or Essentially Complete. Contains the main elements but misses or conflates one aspect of a complete answer. May contain inconsistencies in concept but the answer does not contain any substantive or fatal flaws.

4/4: Complete or Outstanding. Contains all the required elements of the answer in a logically consistent and congruent way with no mistakes or errors. A complete and articulate answer capable of substituting for the answer template. Succinct and very well written. (Extremely high quality responses may earn 5/4.)

Final Exam (30%)

A closed-book examination held during the exam period; includes material from all classes (i.e. cumulative) and the HBR articles.

- You can expect **50 multiple choice questions** (A-E, incorrect answers NOT be subtracted).
- There will likely be **4 short answer questions**: grading scale identical to the midterm.
- There will also be a **short case study** worth 8-12 marks.

You must earn at least 51% on this exam to pass this course.

Participation (3%) (Attendance; in-class question; Canvas introduction, etc.)

There are several elements included in participation scores:

- You must create a **one-paragraph** biography (bio) of yourself and save it in your Canvas Profile along with a picture of yourself by the start of the second class. Also, post a message to the “Introductions” topic already provided in the “Discussion” section in Canvas. Introductions are required before class in week 3, and marked on a four point scale (-1: not completed; 0: late; 1: meets expectations; 2: excellent (timely and content). [The expected class average will be 1.4.]
- Each student will be given an index card in week 1. Put your name and student number on the card. Look for an opportunity to participate in a class discussion. When you ask a question or make a statement in class hand the index card to the professor at the time of your participation. All students are expected to participate in class over the term. The index card is worth one mark, which will be updated on Canvas. There is no opportunity to make up this mark or to replace your card. You should verify that this is recorded within one week of handing in your card.
- Business students are always expected to participate in team exercise and classroom discussions.

Business Foundations – Co-Curricular Component

The Business Foundations Program is your first connection to the Beedie educational community; it combines foundational business theories and principles together with experiential learning. In addition to course lectures, you will attend complementary weekly tutorials, which will test and stretch your potential as you move forward in Beedie, your degree, and beyond. Weekly tutorials include an array of introductions to opportunities at Beedie, including: International Exchange, Co-op, Clubs, and Course Planning.

Tutorial Schedule

D201	Tu 14:30-15:20	SUR 5080,	Karamveer Viridi
D202	Tu 15:30-16:20	SUR 5080,	Mavis Lum