

COMM 101: Business Fundamentals

Agenda

- Themes: consumer choice, government intervention, company goals
- Intro & Welcome to Comm 101
- Exercise 1: Russian Vodka
- Exercise 2: BYOB Rule Change
- Integration Discussion
- Reflections & Takeaways

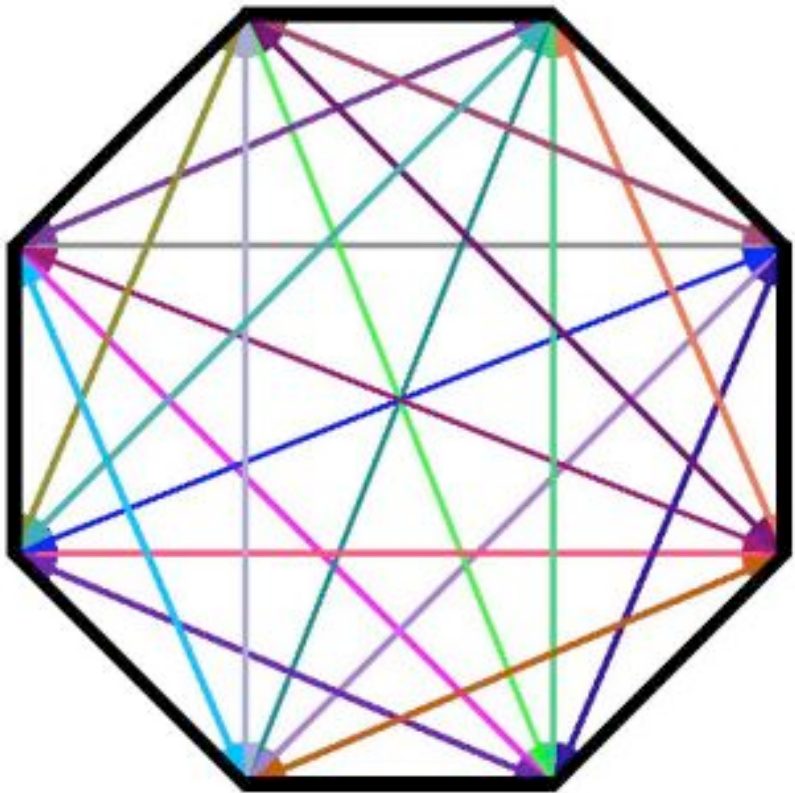
Contact Points

- Classes Tuesday & Thursday
- Weekly seminars with T.A.s
- Meet the profs (Sauder Café – T-W-Th lunch)
- Vista website for
 - course prep instructions
 - assignment submissions/returns
 - On-line discussion forum
 - Additional resources
 - Prof's blogs
- iClicker (no text!)
- Comm101@sauder.ubc.ca

A large puzzle is shown, with a central section of pieces glowing with a bright yellow and orange light. The surrounding pieces are dark blue and black, with some showing a starry or galaxy-like pattern. The puzzle is set against a dark background.

**Comm 101 is about giving you a
'big picture' understanding of
business**

**We'll look at the interconnections
between aspects of business**



You'll build your business tool-kit



In Comm 101, you'll learn by doing





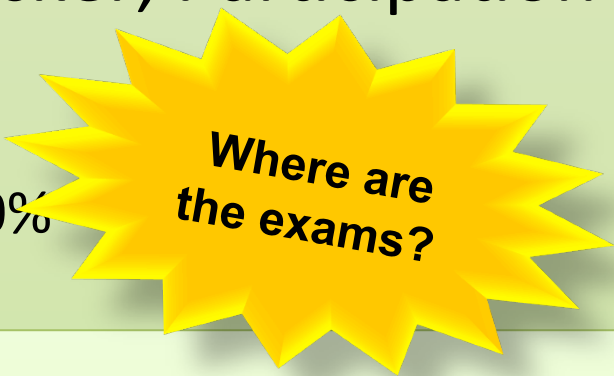
Professionalism & Expectations

See the course outline & Vista website for details.

- We start on time
- Laptops are welcome but surfing & Facebook aren't
- Name cards up for every class
- Academic integrity is expected

What You're All Waiting For...

In-class Activities, iClicker, Participation In-class activities: 10% iClicker questions: 5% On-line assessments: 10% Participation: 10%	35%
Business Blog	10%
Business Plan (Group) Two written components: 2% and 8% Presentation: 10%	20%
Cases (Individual): (3%, 7%, 10%)	20%
Reflective Summary Paper	15%

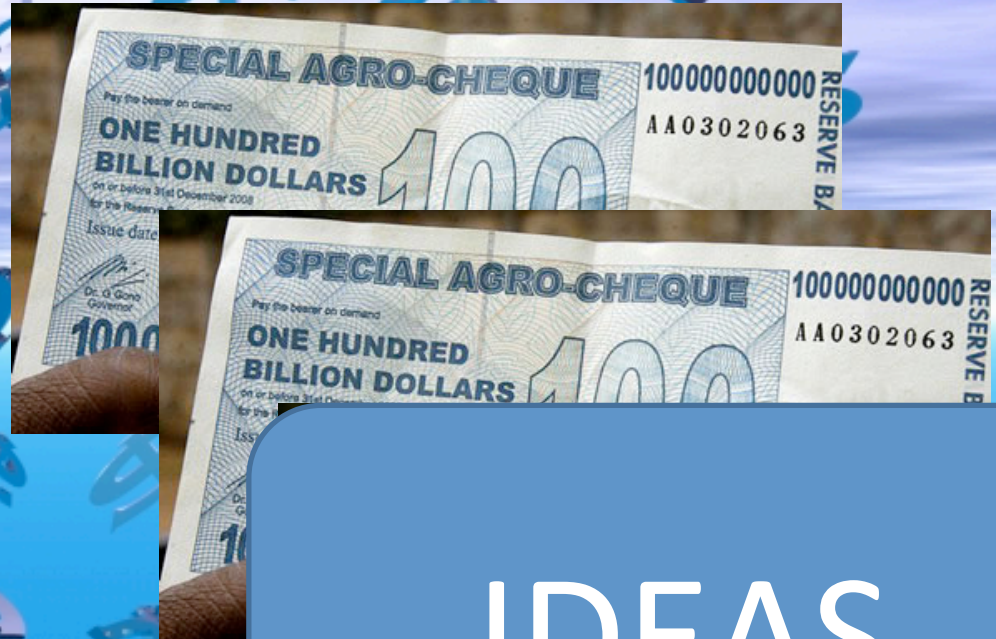


*Where are
the exams?*

Participation matters



YOUR CURRENCY ?



IDEAS

HELLO

My name is

**No name card,
no credit
for participation**



SANDSTORM
GOLD

We use cases in learning about management decision making because...

- Incomplete, sometimes contradictory information
- An issue or decision that requires:
 - Identification
 - Characterization
 - Analysis
 - Problem solving → recommendation
 - Implementation plan

Russian Vodka drinkers get pricing headache



Vodka Case

- How will this affect consumers' behaviour?
- What should government's role be in setting pricing and distribution policy?

- **In Groups of 2-3 :**

Discuss the threats and opportunities this policy presents for vodka businesses

Airlines and Extra Charges

AIRLINES
**Air Canada price changes
target second checked bag**
...second checked bag



AIR CANADA

AT LEAST THE AIR IN THE CABIN WAS FREE

AVIATION
**Ryanair chief 'serious'
about pay toilets**

The Globe and Mail, Friday, March 6, 2009

toilets. Mr. O'Leary said he has asked engineers at U.S. aircraft maker Boeing Co. – which supplies Ryanair's entire fleet of 737-800s – to design toilets with doors that open only if you swipe a valid credit card

Exercise 2: BYOB Rule Change

You are a restaurant owner in Vancouver.

- In groups of three, discuss the new BYOB rule change in which customers are now allowed to bring their own wine to a restaurant.
- Good news or bad news to you the owner?
(be prepared to share your group's opinion)

Integration of today's discussion

- Customer choice
- Consumer motivation & behaviour change
- Competition between rivals
- Company goals
- Financial performance,



Reflections & Takeaways

- Take a couple of minutes to write down the key things that you've learnt in this class.
- -
- -
- -
- -

Next Class prep. instructions are posted on Vista. Today's slides will be posted by 7:00pm.

Reminders

Register your iClicker on Vista

Review and complete Class

Prep Instructions (on Vista)
for next class

Create your blog & enroll in
the blogroll

