



INTRODUCTION TO BUSINESS MANAGEMENT

ADM1100 B00 | 2021

Professor	
E-mail	Kevin.Petit-Frere@telfer.uottawa.ca Please reach out to the Teaching Assistants first for any questions. They will reach out to the professor if they don't know the answer to your question.
Virtual Office Hours	Online by appointment only (Via Zoom – link is in the announcements in Brightspace)
Class Hours	Wednesday: 19:00 - 22:00
Prerequisite(s)	None
Program of study	BCom mandatory course <input checked="" type="checkbox"/>
	Mandatory course of option _____ or specialization _____
	Optional course of option _____ or specialization _____

COURSE DESCRIPTION

Course Deliverable	Due Date	Weight on Final Grade
Quizzes (3)	Weeks 4, 8 and 11	30%
Individual Project (Case Study)	Due in Week 9	25%
Participation	Ongoing	10%
Final Exam	Determined by Telfer School of Management	35%

Students will be introduced to the philosophy of modern management organized in four parts:

- 1 Theoretical Constructs
- 2 Entrepreneurship and Forms of Business Ownership

- 3 Functions of the Manager (Planning, Organizing, Leading and Controlling)
- 4 Selected Managerial Challenges (Strategy, Organizational Change, Teamwork, Human Resource Management, and Accounting)

COURSE CONTRIBUTION TO PROGRAM LEARNING GOALS

LG1 *Understand, Apply and Integrate Core Management Disciplines*

The content and pedagogical approach to this course, while introductory, affords students the early opportunity to begin *understanding, applying, and integrating core management disciplines* such as planning, organizing, leading, and controlling. This learning goal is evaluated through formal examinations as well as through case studies discussed in the virtual class.

LG3 *Demonstrate Leadership, Interpersonal and Communications Skills*

Students will have an opportunity to develop their *interpersonal and communications skills* through various class exercises and through case study assessment.

LG5 *Unlock the Value of Globalization*

The *value of globalization* in the management context is an important component of this course and is interspersed throughout the lecture treatment of various management disciplines. Unlocking the value of globalization is formally evaluated through a specific component of the exam.

COURSE LEARNING OBJECTIVES

By the end of this course, the student will be able to:

1. provide the future manager with the basic knowledge of the methods by which an organization can effectively function;
2. understand the manager's role and main functions; and,
3. learn how the managerial functions can be applied in the management of an organization.

TEXTBOOK/COURSE PACKAGE

Course material is covered through the textbook and the lecture slides. Many, but not necessary all, lecture slides will be posted on *Brightspace*. Note carefully that the lecture slides will use information from a variety of different sources, not only the course textbook, and will generally highlight the key parts of the textbook material.

Students will be tested on the content of all textbook material referenced as required reading in the Course Schedule outlined in this document, as well as the content of all lecture slides, and the content of any videos shown in class.

COURSE MATERIALS	WHERE TO GET IT
<p>The e-text from Robbins, Coulter, Leach and Kilfoil: <i>Management</i>, Twelfth Canadian Edition. Pearson Canada Inc., 2019.</p> <p>The text comes with 'MyLab Management' access codes (which is not formally required as part of deliverables).</p>	<p>This book is available from the publisher's website.</p>
<p>The case book from Delcorde, David H.J.: <i>The Art of Business and Management Case Analysis</i>, Kendall Hunt, 2019.</p>	<p>This book is available directly from the publisher at https://he.kendallhunt.com/product/art-business-and-management-case-analysis.</p>

METHODS USED TO EVALUATE STUDENT PERFORMANCE

Quizzes (30%)

There will be three (3) quizzes that will take place during the semester. The quizzes take place at regular intervals, and each quiz will cover relevant material from several weeks of the course. Each quiz will be 45 minutes in length, and each has a value of 10%. If a student is absent for one of the quizzes (with appropriate documentation), the weight of the quiz will be shifted to the final exam. Additional details regarding each quiz content will be announced in class.

Individual Project - Case Study (25%)

There will be one individual project during the semester involving the completion of a case study. A general discussion on case studies will occur in the first week of the class. More details concerning approaches to case analysis can be obtained from the following book: "The Art of Business and Management Case Analysis", Delcorde (2019), Kendall Hunt.

The instructions for this project will be posted on the Brightspace portal and will be discussed in class, but its focus will be on submission of a case study where course themes will be applied to a real-life business problem. This project is due at the beginning of class during week 9. If the project is not submitted at the beginning of class on the day it is due, an automatic deduction penalty of 25% of the project mark will be applied. Each subsequent day thereafter will incur an additional 25% penalty if not submitted.

Participation (10%)

On an ongoing basis, students will be required to participate and engage during the course. This participation will be undertaken during both the asynchronous (online exercises) and synchronous (virtual classes) portions of the course. This participation will be evaluated based on the quality and quantity of participation provided during the entirety of the semester. Examples of strong participation include, but are not limited to, engaging in online discussion forums and completing online exercises, posting relevant articles for the group to consider on an associated topic, and engaging in the virtual class each week.

Final Examination (35%)

There will be a three (3) hour Final Examination held during the official examination period. This examination will be **cumulative** – in other words, it will be based on the entire semester and will cover all course materials, at the discretion of the professor. The content of each Examination will be based on material covered in the lectures, discussions, and assigned readings.

Please note that it is not possible to submit extra course work to improve your mark.

INSTRUCTIONAL METHODS

The course will be taught remotely and involves watching videos, readings, quizzes, and classes. The course contains both **synchronous** (students participate together online at the same time) and **asynchronous** (students participate online at any time of their choosing) activities, purposefully designed to provide flexibility in your learning process.

There will be a combination of formal lectures, discussions, videos, research projects, and case studies. The lectures given are intended to highlight the main points of the assigned readings. Any discussions held in the lectures will help to clarify and expand on the themes of the course.

The university's online learning platform *Brightspace* will be used to present the course in a sequential module structure, with resources and complete assignment instructions to be provided for each topic along with due dates noted.

Synchronous activities will be completed during the scheduled online class sessions using **Zoom**, while asynchronous activities can be completed online at any time once made available in Brightspace (content modules and discussion forums). Please see the section on "Technical Requirements and Support" below. If you are unable to attend an online lecture, please refer to the section on "Recording of sessions" below.

RECORDING OF SESSIONS

Some recorded synchronous sessions will be available to students who are unable to participate in these sessions. These recordings will be made available to students through *Brightspace* and will be limited to students registered in the course.

Where synchronous sessions are recorded it should be noted that your image, voice and name may be disclosed to classmates. Note that by remaining in sessions that are being recorded, you are agreeing to the recording.

During live sessions, please note that if you do not want to be recorded:

- turn off cameras and microphones.
- ask questions or share comments via the “Chat” function.
- know that you can request to *pause* the recording if you want to share something but are not comfortable with the recording.

TECHNICAL REQUIREMENTS AND SUPPORT

The course requires that you to have a laptop or desktop computer with a reliable, high-speed Internet connection that allows you to watch videos, participate in discussion forums, upload images, and use your uOttawa Google Drive.

Video conferencing software (Zoom) is used for meeting with the instructor-- so you will need to have audio/voice capabilities through your computer. Zoom works on mobile/smart phones as well.

If you experience difficulties with Brightspace or with logins to any uOttawa systems, please do not contact the instructor or the course TA until you have tried to solve the problem through the IT supports in place at the University.

For all questions related to Brightspace, call the support line between 8 AM and 8 PM (Eastern) at 1-866-811-3201 OR submit an [online request using this form](#) 24 hours a day.

For any other IT related issues, please contact [IT services](#). They have a helpdesk that you can call, or you can submit a service ticket with a specific request 24 hours a day.

For problems connecting to the library services, you can also contact the [Morisset Help Desk](#).

EXPECTATIONS FOR COMMUNICATIONS

Students are asked to monitor their uOttawa.ca e-mail accounts regularly and carefully (**not** your personal email accounts such as Yahoo, Gmail or Hotmail) as this is the conduit through which the professor will communicate matters that concern the **entire** class.

Please ensure that you have set up your Brightspace account to receive notification of announcements to your uOttawa.ca email address.

The professor will only respond to email message from registered students using their uOttawa.ca email account.

EXPECTATIONS FOR STUDENT PARTICIPATION

To participate meaningfully in discussions and to optimize learning, students must come to each lecture well prepared and willing to participate in class discussions. Therefore, it is expected that students will complete any required readings, exercises, and case studies prior to the lecture in which the material is scheduled to be covered.

Your participation involves contributions during classes (synchronous online sessions), including discussions with classmates and answering questions with [Zoom, channels, breakout rooms, forms, surveys]. The class recordings are posted in Brightspace as soon as possible after the course.

OTHER INFORMATION

Re-Grading

From time to time, students have legitimate concerns about marks they have received on a particular deliverable. It is important to understand that students do have recourse if they feel that any paper handed back has not been marked appropriately for the work you have submitted.

If students ever feel this way during this course, they must embark upon the following procedure within one week of the paper being handed back:

1. Indicate in writing specifically the concern(s). This does not mean that simply saying “I think I deserve more marks.” Students must clearly indicate where the marker made a mistake in his/her marking of the paper. In this regard, students must refer to the class notes, excerpt in the textbook, etc., supporting the claim.
2. After completing #1 above, students must submit the paper with comments back to the Professor within one week of the paper being handed back. If students did not pick up the paper when it was handed back, they still have only one week from the original hand-back date to request a re-grade.
3. If a paper is not re-submitted following the above guidelines, the Professor will regard the mark as originally assigned to be final. NO MARKS WILL BE CHANGED AT A LATER DATE.

It is important to note that the Professor reserves the right to remark the entire paper in question, and to either leave the mark as is, or to change it positively or negatively as warranted.

COURSE SCHEDULE

Week	Class Date	Subject	Required Readings & Materials	Deliverables and Important Information
1	8 th Sep	Introduction to the Course		Casebook, Pp. 1-93
2	15 th Sep	Introduction to Management and Organizations Management History	Ch.1 , Module 1 (after Ch. 1)	
3	22 nd Sep	Managing in a Global Environment	Ch 4	Case Study Discussion
4	29 th Sep	Managing Entrepreneurially and Options for Organizing a Business	Ch 5	Quiz 1
5	6 th Oct	Decision Making	Ch 8	
6	13 th Oct	Foundations of Planning	Ch 9	
7	20 th Oct	Managing Strategically	Ch 10	Case Study Discussion
STUDY WEEK (Oct. 24 to 30)				
8	3 rd Nov	Designing Organizational Structure Managers and Communication	Ch 11 Ch 12	Quiz 2
9	10 th Nov	Managing Human Resources	Ch 13	Individual Project Due
10	17 th Nov	Leadership Managing Groups and Teams	Ch 14 Ch 16	
11	24 th Nov	Managerial Control	Ch 17	Quiz 3
12	1 st Dec	Managerial Control	Ch 17	

COURSE POLICIES

PREVENTION OF SEXUAL VIOLENCE

The University of Ottawa is committed to a safe and healthy campus for work, for study and for campus community life for all members of the University community. The University, as well as various employee and student groups, offer a variety of services and resources to ensure that all uOttawa community members have access to confidential support and information, and to procedures for reporting an incident or filing a complaint. For more information, please visit uOttawa [Sexual violence: support and prevention](#).

CLASS ATTENDANCE

Class attendance is expected and is necessary to successfully complete this course.

Students are expected to write (or submit) all course deliverables as scheduled according to this Course Outline. Medical absences (with the appropriate medical certificate) are the only acceptable reasons for failure to hand-in or complete a requirement of this course at the specified time. **THERE WILL BE NO EXCEPTIONS.**

For a missed mid-term or final examination, medical certificates must be submitted along with a deferred exam application and a medicate certificate form to the Student Services Centre (undergraduate@telfer.uottawa.ca) of the Telfer School of Management. For other missed deliverables, the original medical certificates can be submitted directly to the Professor.

LANGUAGE & WRITING

You will be judged on your writing abilities on all written deliverables. It is recommended to take the appropriate measures to avoid mistakes such as spelling, syntax, punctuation, inappropriate use of terms, etc.

Professors show a marked bias for a movement from theory/definition (textbook, supplementary readings, class discussion) to your own words to a concrete example. In other words, make a clear reference to an accepted theoretical foundation, then explain it in your own words and then provide a concrete example to support your idea (from a case study, from a class discussion, from a real life situation that you have observed, from history,...).

In the event of poor language quality, you may be penalized up to 15% to the professor's discretion. Please see the "Writing Resources".

LATE SUBMISSIONS

Late submissions of deliverables are not tolerated. Exceptions are made only for illness or other serious situations deemed as such by the professor. If submissions deliverables are submitted late,

at 25% deduction will be applied immediately. Each subsequent day thereafter will incur an additional 25% deduction.

ABSENCES FROM EXAMS

University regulations require all absences from exams/quizzes and all late submissions due to illness to be supported by a medical certificate. Absence for any other serious reason must be justified in writing, to the Telfer School, within five business days following the date of the exam or date for submission of an assignment. The Telfer School reserves the right to accept or refuse the reason.

Religious absences: If a religious holiday or a religious event will force you to be absent during an evaluation, it is your responsibility to inform your professor as early as possible.

INTELLECTUAL PROPERTY

All forms (printed, digital, etc.) of course materials prepared by the instructor (including e-mailed or Brightspace content) are protected by copyright. This covers all files, assessments, solutions, cases, and other materials. Copying, scanning, photographing, posting, or sharing by any means is a violation of copyright and will be subject to appropriate penalty as prescribed by University of Ottawa regulation.

ACADEMIC INTEGRITY

Academic Regulation 14 defines academic fraud as *“any act by a student that may result in a distorted academic evaluation for that student or another student. Academic fraud includes but is not limited to activities such as:*

- a) *Plagiarism or cheating in any way;*
- b) *Submitting work not partially or fully the student’s own, excluding properly cited quotations and references. Such work includes assignments, essays, tests, exams, research reports and theses, regardless of whether the work is written, oral or another form;*
- c) *Presenting research data that are forged, falsified or fabricated;*
- d) *Attributing a statement of fact or reference to a fabricated source;*
- e) *Submitting the same work or a large part of the same piece of work in more than one course, or a thesis or any other piece of work submitted elsewhere without the prior approval of the appropriate professors or academic units;*
- f) *Falsifying or misrepresenting an academic evaluation, using a forged or altered supporting document or facilitating the use of such a document;*
- g) *Taking any action aimed at falsifying an academic evaluation.”¹*

The Telfer School of Management does not tolerate academic fraud. Please familiarize yourself with [this guidance](#).

STATEMENT OF ACADEMIC INTEGRITY REQUIREMENT

Individual Assignment:

By signing this Statement, I am attesting to the fact that I have reviewed the entirety of my attached work and that I have applied all the appropriate rules of quotation and referencing in use at the Telfer School of Management at the University of Ottawa, as well as adhered to the fraud policies outlined in the Academic Regulations in the University's Undergraduate Studies Calendar [Academic Fraud Webpage](#).

Signature

Date

Last Name (print), First Name (print)

Student Number

STUDENT SUPPORT SERVICES

ACADEMIC ACCOMMODATIONS FOR STUDENTS WHO NEED ADAPTIVE MEASURES

Students who have a disability or functional limitation and who need adaptive measures (changes to the physical setting, arrangements for exams, learning strategies, etc.) to progress or participate fully in university life should contact [Academic Accommodations Service](#) as early as possible:

- By filling out the [online registration form](#)
- By calling 613-562-5976

The **Academic Accommodations service** works collaboratively with our university community and stakeholders to facilitate the academic accommodation process. To consult the policy, visit the [Academic Regulation I-16 - Academic Accommodations](#).

The academic accommodation process is a collaborative process and a shared responsibility among all parties involved. Our role in the academic accommodation process is to assess, establish, and implement appropriate academic accommodations for students who have a temporary or permanent disability.

WRITING RESOURCES

When working on any of your written assignments, please keep in mind that all written submissions are expected to be grammatically sound (see Writing Quality expectations under Appendix 3: U Ottawa Course Policies) and make appropriate use of research where applicable on how to avoid Academic Fraud. Regarding writing quality, see the information on University of Ottawa Writing/Learning resources below for further assistance:

- The [Academic Writing Help Centre](#), University of Ottawa.
- *The Elements of Style* (Strunk & White). Also available at the library.
- [APA style](#). (Also see the Quick APA guide posted on our Brightspace page)

OTHER U OTTAWA SERVICES THAT YOU MIGHT FIND USEFUL

- Career Services:
 - [Telfer Career Centre](#)
 - [U Ottawa Career Services](#)
- [Counselling Service](#)

Individual Case Study

One case study from the case book will be assigned to be completed individually.

In general, expectations for this assignment can be expressed as follows:

Category	Explanation
Does Not Meet Expectations	There are a number of key concepts missing or given minimal/marginal treatment
Meets Most Expectations	The key concepts are covered, although not in appropriate depth
Fully Meets Expectations	The key concepts are covered in appropriate depth
Exceeds Expectations	The key concepts are thoroughly covered to a level that demonstrates “going above and beyond” to include, for example, a (secondary) research effort that links theoretical constructs directly to the case, presenting a particularly compelling position on the matter at hand

More specific guidance will be provided on *Brightspace* in due course. Note that *students are expected to have read the case book that discusses in detail approaches to completing a case analysis. Note also that responses to the requirements of the case study are expected to be fully developed and generally follow the guidance as provided in the case book.*