

COURSE OUTLINE
INTRODUCTION TO BUSINESS MANAGEMENT
ADM1300 C
Fall 2012

Professor	Matt Archibald, MBA
Office:	Desmarais Building, room 1111B
Telephone:	613-562-5800 ext. 4661
E-Mail:	marchibald@telfer.uottawa.ca
Office Hours:	Mondays 16:30 – 19:00. <i>For other appointment availability, please send me an e-mail.</i>
Class Location:	Desmarais Building, room 1160
Class Hours:	Thursdays 16:00 – 19:00

GRADING OF STUDENTS IN ADM 1300

Course Deliverable	Due Date	Weight on Final Grade
Mid-Term Exam	October 19 th	25%
Individual Project	November 15 th	20%
Seminar Work (DGD)	Ongoing	20%
Final Examination	Will be held in the Examination period between Dec. 7 th to Dec. 20 th	35%

COURSE DESCRIPTION

This course has the following objectives:

- 1.) To provide the future manager with basic knowledge of the methods by which an organization can function effectively;
- 2.) To understand the manager's role and main functions;
- 3.) To learn how the managerial functions are used in the management of an organization's human, financial, physical, material, and commercial resources.

Students will be introduced to the philosophy of modern management, as well as to the various concepts and techniques utilized by today's manager. In particular, through the Case Method approach, students will be introduced to the art of problem-solving and to various decision-making methods.

The subjects taught in this course have been grouped under the following topic headings:

1.) Management

- Managers and Managing
- Forms of Business Ownership
- The Evolution of Management theory

2.) The Environment of Management

- The Organizational Environment
- The Global Environment
- Ethics, Social Responsibility, and Diversity

3.) Managing Decision- Making and Planning

- The Manager as a Decision Maker
- The Manager as a Planner and Strategist

4.) Managing Organizational Architecture

- Managing Organizational Structure
- Organizational Control and Culture
- Human Resource Management

5.) Managing the Operations of the Business

- Marketing
- Accounting and Finance
- Operations Management

COURSE CONTRIBUTION TO PROGRAM LEARNING GOALS

- LG1 Understand, Apply and Integrate Core Management Disciplines
- LG3 Demonstrate Leadership, Interpersonal and Communication Skills
- LG5 Demonstrate the Ability to Perform in a Culturally Diverse Environment

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. The group case study approach requires the development of leadership, interpersonal and communication skills. Cultural diversity is a reality in the modern classroom and group work and discussion activities in addition to the course treatment of cross-cultural management will assist students' ability to perform in a culturally diverse environment.

PEDAGOGY

This course will use a combination of formal lectures, discussions, and case studies. The lectures given are intended to highlight the main points of the assigned readings and to further complement these points with issues and ideas raised in other pertinent material. The discussions held in the lectures will help to clarify and expand on the themes of the course.

In order to participate meaningfully in discussions and to optimize learning, students must come to each lecture well prepared. Therefore, it is expected that students will complete any required readings, exercises, and case analyses prior to the class period scheduled for coverage.

REQUIRED TEXTBOOK/MATERIALS

Introduction to Business Management, Second Custom Edition.

This is a custom "bundle" for the Telfer School of Management specifically prepared for this course by Pearson Ed. The purchase of this book is required.

Copies may be secured at the University Bookstore and at the Agora Bookstore. Additional readings will be assigned by the Professor during the semester.

In addition, students will also use an internal Telfer School of Management website to access course notes and material. It is entitled Doc Depot. Access to this site will be discussed in class at the beginning of the semester.

C.E.O IN RESIDENCE SPEAKER SERIES

The C.E.O. in Residence program aims at initiating undergraduate students to the Linked with Leadership brand of the Telfer School of Management early in their university career. This year, we will be exposing all first year students to two guest speakers in their first semester of university. This is an excellent opportunity for you to gain an understanding of what it takes to be successful in the business industry.

COURSE REQUIREMENTS

MID-TERM EXAMINATION:

There will be a two (2) hours Mid-Term Examination held during the semester on October 19, 2012 from 7:00pm to 9:00pm. Other details regarding the Examination will be announced at a later date.

FINAL EXAMINATION:

There will be a three (3) hour Final Examination held at the completion of the course in the assigned Examination Period. For the Final Examination, *you are responsible for all course material, but the emphasis will be on the material completed after the Mid-term Examination*. The date of this Examination will be announced in the month of October, but will be held in the Examination period between Dec. 7th and Dec. 20th.

The content of each Examination will be based on material covered in the lectures, discussions, and assigned readings.

INDIVIDUAL PROJECT:

There will be one individual project during the semester. The instructions are posted on the Doc-Depot and will be discussed in class. This project is due at the beginning of class on November 15th. *After the beginning of the class, the project is considered LATE and will NOT be accepted!*

Note that this assignment will require secondary research and a formal written report.

SEMINAR (DGD):

Each week, students MUST attend a 1 hour and 20 minute Seminar led by a Teaching Assistant. More information on discussion groups will be provided by the Professor in class and posted on the Doc-Depot. Note that attendance at these Seminars is mandatory and strictly enforced. Students will be divided into groups of approximately 5-

6 students within each Seminar. Each group will be responsible for analysing and presenting two (2) business cases during the semester.

Marks in the Seminar are awarded as follows:

Group Case Presentation/Analysis #1	5 marks
Group Case Presentation/Analysis #2	7 marks
Individual Final Case Analysis Examination	<u>8 marks</u>

Total Seminar Marks **20 marks**

As indicated, attendance in the Seminars is COMPULSORY for ADM 1300 students; students missing two or more Seminars will receive 0/20 marks, resulting in the failure of the Seminar. There are no exceptions, except due to medical absences substantiated by a medical certificate presented to the course Professor.

In addition, at the end of the Seminar, each student will be required to complete a Peer Evaluation for each member of his/her group. This Evaluation will be completed during the last week of the Seminar and can influence a student's final grade in the course.

PLEASE NOTE

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. Failure to complete (submit) a requirement of this course at the specified time without an acceptable Medical excuse will result in a failing mark. THERE WILL BE NO EXCEPTIONS.

COMMUNICATION

Students are asked to regularly and carefully monitor their 'uottawa' e-mail accounts (not your personal e-mail accounts such as yahoo or gmail) as this is the medium through which the Professor will communicate matters of concern to the entire class.

REMARKING

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

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

- 1.) Indicate in writing specifically what your concern(s) is (are). This does not mean that you simply say "I think I deserve more marks." You must clearly indicate where the marker made a mistake in his/her marking of the paper. In this regard, you must refer to the class notes, excerpt in the textbook, etc., supporting your claim.
- 2.) After completing #1 above, you must submit the paper with your comments back to the Professor within one week of the paper being handed back in class. If you did not pick up the paper when it was handed back, you still have only one week from the original hand-back date to request a remark.
- 3.) If a paper is not resubmitted 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 Professors reserve the right to remark the entire paper in question.

ADM1300 C – COURSE SCHEDULE AND DELIVERABLES

CLASS DATE	SUBJECTS	REQUIRED READINGS and DELIVERABLES
Sept. 6	Introduction to Course	Case Analysis Method
Sept. 13	Case Analysis Method Managers and Managing	<i>Review Sample Case on Blackcherry Enterprises</i> Chapters 1 and 2
Sept. 20	Options for Organizing a Business	Chapter 3
Sept. 27	The Evolution of Management Theory	Lecture notes
Oct. 4	Managing the Organizational Environment Managing Ethics and Social Responsibility	Chapter 4 Chapters 5 and 6

Oct. 11	The Manager as a Decision Maker	Chapter 7
Oct. 18	The Manager as a Planner and Strategist ***C.E.O in Residence Speaker Series*** ***Review for Mid-term Examination***	Chapter 8 Biography of Speaker
Oct. 19	***19:00 – 21:00 Mid-term Examination***	
Oct. 21 to 27	NO CLASS – STUDY WEEK	
Nov. 1	Organizational Structure Organizational Culture and Change	Chapter 9 Chapter 10
Nov. 8	Accounting and Financial Statements Organizational Control	Chapter 11 Chapter 14
Nov. 15	***C.E.O in Residence Speaker Series*** Communication and Negotiation	Biography of Speaker Chapter 13 <i>Individual Project due on November 15th</i>
Nov. 22	Managing Human Resources Motivating and Leading Employees	Chapter 15 Chapter 12
Nov. 29	Marketing ***Review for Final Examination***	Chapters 16, 17 and 18

ACADEMIC FRAUD

Beware of Academic Fraud

Academic fraud is an act committed by a student to distort the marking of assignments, tests, examinations and other forms of academic evaluation. Academic fraud is neither accepted nor tolerated by the University. Anyone found guilty of academic fraud is liable to severe academic sanctions.

Here are a few examples of academic fraud:

- **engaging in any form of plagiarism or cheating;**
- **presenting falsified research data;**
- **handing in an assignment that was not authored, in whole or in part, by the student;**
- **submitting the same assignment in more than one course, without the written consent of the professors concerned**

In recent years, the development of the Internet has made it much easier to identify academic plagiarism. The tools available to your professors allow them to trace the exact origin of a text on the Web, using just a few words.

In cases where students are unsure whether they are at fault, it is their responsibility to consult the University's Web site at the following address, where you will find resources, tips and tools for writing papers and assignments:

<http://web5.uottawa.ca/mcs-smc/academicintegrity/home.php>

Persons who have committed or attempted to commit (or have been accomplices to) academic fraud will be penalized. Here are some examples of the academic sanctions, which can be imposed:

- **a grade of "F" for the assignment or course in question;**
- **an additional program requirement of between three and thirty credits;**
- **suspension or expulsion from the School.**

Please be advised that professors have been formally advised to report every suspected case of academic fraud. In most cases of a first offence of academic fraud, the sanction applied to students who have been found guilty is an "F" for the course with an additional three credits added to their program requirements. Repeat offenders are normally expelled from the School of Management.

Finally, the Telfer School of Management asks that students sign and submit with their deliverables the Personal Ethics Agreement form. Two versions of this form exist: one for individual assignments, and one for group submissions. Assignments will not be accepted or marked if this form is not submitted and signed by all authors of the work. We hope that by making this personal commitment, all students will understand the importance the School places on maintaining the highest standards of academic integrity. The forms are accessible on doc-depot:

En français: <http://doc-depot.gestion.uottawa.ca/> (et suivez le lien 'Intégrité Académique')
In English: <http://doc-depot.management.uottawa.ca/> (then click on 'Academic Integrity').

Personal Ethics Statement Concerning Telfer School Assignments

Group Assignment:

By signing this Statement, I am attesting to the fact that I have reviewed not only my own work, but the work of my colleagues, in its entirety.

I attest to the fact that my own work in this project meets all of the rules of quotation and referencing in use at the Telfer School of Management at the University of Ottawa, as well as adheres to the fraud policies as outlined in the Academic Regulations in the University's Undergraduate Studies Calendar. I further attest that I have knowledge of and have respected the "Beware of Plagiarism" brochure found on the Telfer School of Management's doc-depot site.

To the best of my knowledge, I also believe that each of my group colleagues has also met the rules of quotation and referencing aforementioned in this Statement.

I understand that if my group assignment is submitted without a signed copy of this Personal Ethics Statement from each group member, it will be interpreted by the Telfer School that the missing student(s) signature is confirmation of non-participation of the aforementioned student(s) in the required work.

Signature

Date

Last Name (print), First Name (print)

Student Number

Signature

Date

Last Name (print), First Name (print)

Student Number

Signature

Date

Last Name (print), First Name (print)

Student Number

Signature

Date

Last Name (print), First Name (print)

Student Number

Signature

Date

Last Name (print), First Name (print)

Student Number

Personal Ethics Statement

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. I further attest that I have knowledge of and have respected the "Beware of Plagiarism" brochure found on the Telfer School of Management's doc-depot site.

Signature

Date

Last Name (print), First Name (print)

Student Number

For students in need of learning supports

Students who require accommodations or academic support because of a physical or learning disability, or any condition that affects their ability to learn, are invited to register with ACCESS SERVICE:

In person:	UCU 339
Telephone:	562-5976
TTY:	562-5214
E-mail:	adapt@uottawa.ca
Web:	www.sass.uottawa.ca

Students can then meet with an Access Service specialist to identify their individual needs and to discuss appropriate interventions.

IMPORTANT DATES TO REMEMBER

For requesting Access Services accommodations for a mid-term examination: Requests must be submitted at least 7 days (not including the day of the exam nor any statutory holiday) prior to the writing date of mid-terms, tests, quizzes or other forms of written evaluations.