



## **Introduction to Business**

### **and Organizational Administration (BUSI-1000/3)**

Fall Semester 2023, WF 10-11.15, Room B126 // Exam: Dec 13, 9-12 PM

## **Course Syllabus**

**Instructor:** James Magnus-Johnston

PhD Candidate, McGill University

MPhil Economics, Cambridge University

Double BA Hons in Political Studies, Theatre, and Rhetoric & Communications, University of Winnipeg

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### **Summary:**

This course provides an overview of business management and the business environment. It offers an introduction to the key functional areas of marketing, accounting, finance, strategy, human resources, operations, and information systems, along with economic trends and business cycles. Emphasis is placed on how various functional areas are integrated to ensure successful business operations.

### **Objective:**

1. Consider the contemporary world of business
2. Describe the business of managing and administration
3. Discuss managing operations and information
4. Define the principles of marketing
5. Explore managing financial issues

**Deadline for withdrawal** without academic penalty: Nov 14

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## **Reading List**

**REQUIRED TEXT – ONLINE, SEE WEBSITE**

Gitman et al. *Introduction to Business*, Openstax, 2018. (see link on course website)

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## Assignments and Grades

Letter	Percentage	Grade Points	Descriptor
A+	90–100	4.5	Exceptional
A	85–89	4.25	Excellent
A-	80–84	4.0	Great
B+	77–79	3.5	Very Good
B	73–76	3.25	Good
B-	70–72	3.0	Satisfactory
C+	67–69	2.5	Competent
C	63–66	2.25	Acceptable
C-	60–62	2.0	Adequate
D	50–59	1	Marginal

### An “excellent” assignment (A) would display:

1. Original thinking and a superior grasp of the subject matter
2. A highly developed capacity for critical evaluation, synthesis, and creativity
3. Appropriate descriptions and quotations
4. Organizing and subordinating information well; writing and/or speaking clearly
5. The use of research sources using *any* recognized style format.

<b>Class participation</b> (Nov 3 / Dec 7)	10%
<b>Learning statements + group discussion</b> (Ongoing)	10%
<b>Midterm test</b> on core concepts (Oct 13)	20%
<b>Chapter Presentations</b> (sign up for your slot)	20%
<b>Report</b> (Dec 5)	20%
<b>Final Exam</b> (Dec 13)	20%

**Class participation:** Your participation grades will be posted at the middle and the end of the semester. You will be graded on the quality and quantity of interaction – that is, not only the volume of interaction, but quality and consistency as well.

**Learning statements and group discussions:** Each student is required to provide a learning objective statement on a class-by-class basis, outlining your knowledge and interest in the topic at the beginning of each class. Short periods of class time will be allocated to ensuring statements are completed. They will be submitted via a web-based form (see website).

**Presentation:** For each chapter, students will prepare a presentation that summarizes the main argument of the reading in order to catalyze in-class discussion. Presentations are intended to be substantive, yet conversational. Those performing the summary will be asked to consider and summarize: the main argument/point; the sub-sections supporting the main argument/point; the implications and conclusion. Please also provide a critical analysis, including a series of questions to engage discussion. We will be asking for you to consider whether there was a problem with the author’s argument. Is there something

that wasn't considered? Questions should lead the class to defend/critique the reading and may be posed throughout the presentation or at the end of it. You will be graded by your peers, who recommend a grade to the instructor.

**Peer grading:** Presentations will be peer-reviewed using a web-based form; grades and feedback will be “crowdsourced” and recommended to the instructor (the instructor reserves the right to adjust grades up or down).

**Midterm test:** You will be given a series of short-answer questions related to the core introductory concepts. The test will be conducted in class.

**Final report (1000+ words):** For this project, students need to choose a topic from a chapter of the textbook that they have not presented before. They need to write a summary of the main ideas in that topic and provide a case study, report, or example that relates to the topic. The project should be based on thorough research and include proper citations. The report must be well-researched and fully cited.

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## Policies, Guidelines, and Support

**Final grades:** Grades submitted by instructors become final only after they are vetted by the Dean’s Council. That process occurs early in January for fall semester grades and early in May for winter semester grades.

**Academic integrity:** ALL sources in ALL student writing must be appropriately referenced. Plagiarism is a serious matter. Students should be aware of CMU Academic Policies, particularly those regarding academic misconduct (plagiarism and cheating), which apply to all University courses. These are detailed on [CMU’s website](#) and in the [CMU Calendar](#). Please note that CMU has adopted the following style guide for all academic writing: Hacker, Diana. *A Pocket Style Manual*. Ninth edition. Macmillan Learning, 2021.

For more information on CMU policies regarding grades, academic misconduct, appeals, and other matters, please see [CMU’s Academic Calendar](#).

**Accessibility:** CMU strives to provide a fair and supportive learning environment for academically qualified students with disabilities. If you are eligible for these services or have questions about becoming eligible, please contact Sandra Loeppky, Coordinator of Accessibility Programs at [sloepky@cmu.ca](mailto:sloepky@cmu.ca) or 204.487.3300 x.340.

In recognition of individuals with asthma, allergies and severe environmental/chemical sensitivities, CMU is striving to become a scent-free campus. Students, staff and guests are asked to refrain from wearing fragrances and scented personal care products at CMU. This includes perfumes, colognes, aftershave and scented hair products. Your cooperation is greatly appreciated by those affected.

**Counselling:** University students face many challenges and at times may benefit from having a trained professional to talk to. There are qualified counsellors at CMU who volunteer their services free of charge to students on the CMU campus. Students wishing to book an appointment with a counsellor are asked to contact the North Side Receptionist at 204.487.3300 or [info@cmu.ca](mailto:info@cmu.ca). Confidentiality is maintained at all times. The counselling office is located at C365 (north side) and is free for CMU students.

**Continuity plan:** Faculty and students should plan to stay home when ill. If students can't come to class, please notify the instructor and undertake to collect notes from the class note-taker. If the instructor is ill, arrangements will be made to conduct the class asynchronously or live online.

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**Course Schedule: see website at [postgrowth.ca/IntroBus](http://postgrowth.ca/IntroBus)**

Topic	Wednesdays		Fridays			
	Reading	Ch.	Reading	Ch.		
<b>Sept</b>						
<i>Intro; Economics</i>	6	Intro to course; Terms	8	Economic Systems + Business	1	
<i>The Bigger Picture</i>	12	Ecological Economics	TBA	15	Decisions, Ethics, and Responsibility	2
<i>Fundamentals</i>	19	Competition	3	22	Ownership	4
<i>Entrepreneurship</i>	26	Entrepreneurship	5	29	NO CLASS	
<b>Oct</b>						
<i>Structures</i>	4	Social Entrepreneurship	TBA	6	Management vs Leadership	6
<i>People</i>	11	Organizational Structures	7	13	HR and Labour Relations	8
<i>Management</i>	18	Motivating Employees and Teams	9	20	Complex Operations Management	10
<i>Markets</i>	25	Needs, Solving Market Problems	11	27	Marketing, Distribution, and Promotion	12
<b>Nov</b>						
<i>Information</i>	1	Technology and Information Mgmt	13	3	Financial Information and Accounting	14
	8	NO CLASS - READING WEEK		10	NO CLASS - READING WEEK	
<i>Money</i>	15	Money and Financial Institutions	15	17	Money, continued	TBA
<i>Finance</i>	22	Financial Management	16	24	Securities; time for report discussion	16
<i>The State</i>	29	The Welfare State and Business	TBD			
<b>Dec</b>						
<i>Conclusion</i>			1	1	Your Career in Business	17
	6	NO CLASS		7	Review/conclusion	