



**COURSE OUTLINE**

<b>COURSE NUMBER:</b>	<b>DPS 16149 1805</b>
<b>COURSE NAME:</b>	<b>Business Fundamentals</b>
<b>METHOD OF DELIVERY:</b>	<b>ONLINE</b>
<b>COURSE PRE-REQUISITE(S):</b>	<b>None</b>
<b>INSTRUCTOR:</b>	<b>Shannon Gregorashuk</b>
<b>INSTRUCTOR CONTACT:</b>	<a href="mailto:shannoncng@gmail.com">shannoncng@gmail.com</a>
<b>COURSE WEBSITE:</b>	<a href="https://nexus.uwinnipeg.ca/">https://nexus.uwinnipeg.ca/</a>
<b>SUPPLIES:</b>	<b>Computer and Internet Access</b>
<b>COURSE OPENS:</b>	<b>January 7, 2019 -- 9:00 a.m.</b>
<b>COURSE CLOSES:</b>	<b>March 31, 2019</b>
<b>EXAMINATION DATES:</b>	<b>April 3, 2019 (Instructor Supervised) 6:00 p.m. – 9:00 p.m.</b>
<b>EXAM LOCATION:</b>	<b>Buhler Centre, 460 Portage Avenue Room 2BC57 (2<sup>nd</sup> floor)</b>

*Authorized equipment for all exams will be pens, pencils, and eraser. Unauthorized equipment or material will include all electronic devices, including cell phones and written course material. Your instructors may authorize additional material or equipment for this course.*

**Photo ID will be required for all PACE exams.**

<b>TECHNOLOGY REQUIREMENTS:</b>	<b>Laptop required</b>
<b>TEXTBOOK:</b>	<b>Ferrell, O.C., Hirt, G.A., Ferrell, L., Iskander, S., &amp; Mombourquette, P. (2017). Business: A changing world. (6th Cdn. ed.)</b>

Consult the bookstore [website link](#) for the most recent textbook edition

<b>PRE-COURSE READING:</b>	<b>see lecture schedule</b>
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**NEXUS:**

Course materials, resources and assignments will be posted on Nexus, the online course management system, supporting the delivery of this course. Please use your WebAdvisor username and password to log in to Nexus system to retrieve these materials and to access important class communication. Not all part-time courses are posted on Nexus; if not, materials, if applicable, are available in class.

**COURSE DESCRIPTION:**

In the current economic climate where so many new start-ups fail, what skills and knowledge do business leaders need to succeed? This course explores critical business issues, including maximizing competitive performance, navigating the chaos of disruptive innovation, and creating long-term sustainability in today's "innovate or die" environment. Highly interactive class discussion helps break out core business concepts across a variety of business models. Using a case study framework, students will explore different business forms, environmental influences, key management challenges, and innovative business solutions. Through assigned readings, case studies and lectures, students will gain a balanced perspective of fundamental business theories and best practice methodologies.

**LEARNING OUTCOMES:**

On completion of this course, students will:

- Identify key business theories and models and analyze current business issues using the case methodology approach;
- Understand different economic systems and analyze the impact of free-market capitalism on the globalization of the marketplace;
- Analyze the impact of ethical business practice and corporate social responsibility on its reputation, customers, and bottom line;
- Understand how core functions like human resources, marketing, finance and technology drive business;
- Distinguish the difference between management and leadership.

**DISCLAIMER:**

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

**LECTURE SCHEDULE:**

<b>SCHEDULE DATES (WEEK OF)</b>	<b>LECTURE TOPICS</b>	<b>REQUIRED READINGS</b>
January 7, 2019	<ul style="list-style-type: none"><li>• Review Course Outline &amp; Information, and Student Learning Resources</li><li>• The Nature of Business</li><li>• The Economic Foundations of Business</li><li>• The Canadian Economy</li><li>• Government in Business</li></ul>	Chapter 1: The Dynamics of Business, Economics and Government.
January 14, 2019	<ul style="list-style-type: none"><li>• The Role of International Business</li><li>• International Trade Barriers</li><li>• Trade Agreements, Alliances and Organizations</li></ul>	Chapter 3: Business in a Borderless World
January 21, 2019	<ul style="list-style-type: none"><li>• Sole Proprietorships, Partnerships, Corporations and Other types of Ownership</li><li>• Mergers, Acquisitions and Take-Overes</li><li>• Entrepreneurship and Small Business</li><li>• Guidelines for Development of a Business Plan</li></ul>	Chapter 4: Options for Organizing Business Chapter 5: Small Business, Entrepreneurship & Franchising
January 28, 2019	<ul style="list-style-type: none"><li>• Management Functions</li><li>• Types of Management and Skills Required</li><li>• Decision Making</li><li>• The Nature of Operations Management</li><li>• Operations Systems</li><li>• Managing the Supply Chain</li><li>• Managing Quality and the International Organization for Standardization (ISO)</li></ul>	Chapter 6: The Nature of Management Chapter 8: Managing Service and Manufacturing Operations
February 4, 2019	<ul style="list-style-type: none"><li>• Organizational Culture</li><li>• Forms of Organizational Structure</li><li>• Role of Groups and Teams in Organizations</li><li>• Formal and Informal Communication in Organizations</li></ul>	Chapter 7: Organization, Teamwork and Communication
February 11, 2019	<ul style="list-style-type: none"><li>• Nature of Human Relations</li><li>• Perspectives and Theories of Employee Motivation</li></ul>	Chapter 9: Motivating the Workforce
February 18, 2019	<ul style="list-style-type: none"><li>• Human Resources Management</li><li>• Recruitment &amp; Selection</li><li>• Developing the Workforce</li><li>• Compensation</li><li>• Unionized Workforce</li></ul>	Chapter 10: Managing Human Resources
February 25, 2019	<ul style="list-style-type: none"><li>• Nature of Marketing</li><li>• Marketing Strategy</li></ul>	Chapter 11: Customer-Driven Marketing Chapter 12: Dimensions of

	<ul style="list-style-type: none"> <li>• Marketing Research and Information Systems</li> <li>• Marketing Mix and Competitive Advantage</li> <li>• Product, Pricing, Distribution and Promotion Strategies</li> </ul>	Marketing Strategy
March 4, 2019	<ul style="list-style-type: none"> <li>• Types of Digital Media and Consumer-Generated Marketing</li> <li>• Legal and Social Issues in Internet Marketing</li> </ul>	Chapter 13: Digital Marketing and Social Networking
March 11, 2019	<ul style="list-style-type: none"> <li>• Nature of Accounting</li> <li>• Accounting Process</li> <li>• Financial Statements</li> <li>• Functions of Money</li> <li>• The Canadian Financial System</li> <li>• Monetary Policy</li> </ul>	Chapter 14: Accounting and Financial Statements Chapter 15: Money and Financial System
March 18, 2019	<ul style="list-style-type: none"> <li>• Managing Assets and Liabilities</li> <li>• Capital Budgeting</li> <li>• Investment Banking and the Securities Market</li> </ul>	Chapter 16: Financial Management and Securities Market
March 25, 2019	<ul style="list-style-type: none"> <li>• The Role of Ethics in Business</li> <li>• Recognizing Ethical Issues in Business</li> <li>• Improving Ethical Behavior in Business</li> <li>• The Nature of Social Responsibility</li> </ul>	Chapter 2: Business Ethics and Social Responsibility
April 3, 2019	3-Hour Comprehensive Final Exam – 6:00 p.m. – 9:00 p.m.	

**Remember to complete your course evaluation immediately after this course is complete. We take your feedback very seriously and use it to continually improve our courses and programs.**

- **Full time course evaluations are available on NEXUS**
- **Part time and online course evaluations will be emailed to you**

#### **VOLUNTARY WITHDRAWAL:**

Students can voluntarily withdraw from a course up to the 75% point in a course without any academic penalty. Note that this does not include the hours for the invigilated exams. It is the student's responsibility to withdraw this course to ensure no academic penalty is incurred. Please consult the Registration Office or Academic Advisor for a **Request for Voluntary Withdrawal** form.

## METHOD OF EVALUATION:

VALUE	ITEM OF WORK	DUE DATE
22%	Discussion Forums	Ongoing
13%	Four time limited online quizzes, worth 3.25% each:	End of Modules 3, 6, 9 & 11
15%	Individual Written Assignment (due the end of Week 7)	February 24, 2019
20%	Group Project (due the end of Week 10)	March 17, 2019
30%	Final Exam	April 3, 2019

**All applicable assignments must be typed, as well as formatted and referenced according to APA 6<sup>th</sup> Edition specifications. See the policy on the UWINNIPEG Academic Writing Standards.**

## MINIMUM GRADE:

Students must receive a minimum grade of “C”, or better, in all courses within the program requirements to graduate.

**PLEASE NOTE: Students will be required to receive a grade of 60% or greater on the final examination in order to pass the course.**

## PARTICIPATION:

Participation is an important component of a meaningful learning process. Contributions to class activities, group work, and class discussion will enhance your academic success and contribute to a more positive and productive learning environment. Participation is a reflection of actively engaging in class room work and attentiveness to the contributions of others and the instructor. Participation is also a reflection of being present in the classroom in a timely fashion and not distracting others.

## **RESEARCH POLICY:**

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the appropriate ethics committee before commencing data collection. Exceptions are research activities as a learning exercise to satisfy course requirements with no intent to publish as research.

## **POLICY FOR LATE ASSIGNMENTS:**

All assignments will be given a due date. Individuals who cannot meet the deadline and have a legitimate reason (i.e., illness supported by a medical certificate relative to the due date), must request an extension in writing from the instructor no later than the 24 hours before the deadline.

- Students who do not receive an extension from the instructor will receive a grade of zero on the assignment if the assignment is not submitted by the due date.
- It is the student's responsibility to retain an electronic copy of ALL assignments submitted for grading.

## **STUDENT HANDBOOK AND ACADEMIC REGULATION AND POLICY INFORMATION:**

Refer to the [Student Handbook](#) for academic and general PACE policies. This information is also available on the UWinnipeg PACE website.

**It is the students' responsibility to read the policies outlined in the PACE Student Handbook for all University of Winnipeg Academic regulation and policy information.**

## **ACADEMIC MISCONDUCT:**

Please refer to the Academic Misconduct Policy in the most recent version of the University of Winnipeg General Calendar, under Student Discipline, Section 8a, or see:

- [Academic Misconduct Policy](#)
- [Procedures: Academic Misconduct Policy](#)

## **UWINNIPEG RESPECTFUL LEARNING POLICY:**

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at [www.uwinnipeg.ca/respect](http://www.uwinnipeg.ca/respect).

## **OTHER EXPECTATIONS/GENERAL INFORMATION/GENERAL POLICIES:**

Students are responsible for any course-related announcements or information that may be posted to the Course Website.

Students are responsible for ensuring they meet the minimum technological requirements for full participation in all aspects of the course

(<http://pace.uwinnipegcourses.ca/sites/default/files/pdfs/forms/Technical%20Requirements%20for%20Online%20Students.pdf>) **The failure of personal computers and/or internet connectivity is not a valid reason to miss assignment or quiz deadlines, excepting when such incidents are a direct result of outages of the university system used for this course (i.e. Nexus).** Students with less reliable internet access are encouraged to avoid writing quizzes at the last minute to minimize the possibility of missed deadlines.

Regular participation in online discussion is a key component of this course. Students are responsible for checking the Course Website and the discussion boards twice a week at a minimum. You are expected to respond to group members in a timely manner (within 36 hours). During weeks in which group assignments are due more frequent contact may be required.

**ACADEMIC ACCOMMODATIONS:**

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or [accessibilityservices@uwinnipeg.ca](mailto:accessibilityservices@uwinnipeg.ca) to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <http://www.uwinnipeg.ca/accessibility>.

**UWPACE GRADING SYSTEM:****Letter-Graded**

A+	96-100
A	91-95
A-	83-90
B+	75-82
B	70-74
C+	66-69
C	57-65
D	50-56
F	under 50%
I	Incomplete

**Pass/Fail**

P	Pass
F	Failure

**Non-Graded (Audit)**

CP	Certificate of Participation (based on >75% attendance)
NC	No Certificate of Participation (based on <75% attendance)
I	Incomplete

**DISCLAIMER:**

Please retain a copy of this course outline for reference purposes and/or future academic endeavor.

Note: PACE archives course outlines in PDF format for a period of five years and charges an administrative fee for archived course outline requests.