



COURSE OUTLINE

COURSE NUMBER:	DPS 16149 1908
COURSE NAME:	Business Fundamentals
INSTRUCTOR:	Rob Shura
INSTRUCTOR CONTACT:	shurarob@gmail.com
DATES AND TIME:	November 21, 2019 – January 16, 2020 7 Thursdays 9:00 a.m. – 4:00 p.m.
EXAMINATION DATES:	Mid-term (Instructor Supervised) December 12, 2019 9:00 a.m. – 10:30 a.m.
	Final exam (Invigilated) January 16, 2020 1:00 p.m. – 4:00 p.m.

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.

TECHNOLOGY REQUIREMENTS:	Laptop required
REQUIRED READINGS:	Ferrell, O.C., Hirt, G.A., Ferrell, L., Iskander, S., & Mombourquette, P. (2017). Business: A changing world. (6th Cdn. ed.). Whitby, ON : McGraw-Hill Ryerson

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

PRE-COURSE READING:	see lecture schedule
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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:

CLASS	LECTURE TOPICS **
Nov. 21, 2019	<ul style="list-style-type: none">▪ The Dynamics of Business and Economics▪ Business Ethics and Social Responsibility▪ Business in a Borderless World
Nov. 28, 2019	<ul style="list-style-type: none">▪ Managing Information Technology and E-Business▪ Options for Organizing Business▪ Small Business, Entrepreneurship, and Franchising
Dec. 5, 2019	<ul style="list-style-type: none">▪ The Nature of Management▪ Organization, Team Work, and Communications▪ Managing Service and Manufacturing Operations
Dec. 12, 2019	Mid-Term Exam <ul style="list-style-type: none">▪ 9:00 am – 10:30 am▪ Managing Service and Manufacturing Operations (continued)▪ Motivating the Workplace▪ Managing Human Resources
Dec. 19, 2019	<ul style="list-style-type: none">▪ Customer-Driven Marketing▪ Dimensions of a Marketing Strategy Accounting and Financial Statements
Jan. 9, 2020	<ul style="list-style-type: none">▪ Accounting and Financial Statements (continued)▪ Money and Financial Systems▪ Financial Management and Securities Markets
Jan. 16, 2020	Final Exam (invigilated) 1:00 pm to 4:00 pm Maximum time allowance: 3 hours Exam will begin promptly at 1:00 pm

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
20%	Assignment - 1	Dec. 5, 2019
30%	Assignment - 2	Jan. 23, 2020
20%	Mid-term Test The mid-term test will comprise of a combination of multiple-choice, short answer, and long answer questions.	Dec. 12, 2019
30%	Final Exam This exam will be a combination of multiple-choice, short answers, and a case study question testing knowledge of materials related in-class and applying higher thinking analysis. Note: Approximately 75% of examination material is content covered in-class after the mid-term exam.	Jan. 16, 2020

All applicable assignments must be typed, as well as formatted and referenced according to APA 6th 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.

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.

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 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	Percentage	GPA	
A+	96-100	4.50	<u>Pass/Fail</u>
A	91-95	4.00	P Pass
A-	83-90	3.75	F Fail
B+	75-82	3.50	<u>Non-Graded</u>
B	70-74	3.00	CP Certificate of Participation (75% Attendance)
C+	66-69	2.50	NC No Certificate of Participation
C	57-65	2.00	<u>Special Designations</u>
D	50-56	1.00	I Incomplete
F	<50	0.00	TC Transfer Credit
			S Standing

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.