



COURSE TITLE: BUS200 D100

Business Fundamentals

TIME: Friday 2:30PM-5:20PM

ROOM: AQ3003, Burnaby

SEMESTER: Spring 2018

INSTRUCTOR: Dr. Wayne Rawcliffe

Office: WMC 4357

Office Hours: Friday 12:30-2:15PM

Phone: 604.868.6929

Email: wrawclif@sfu.ca

Last updated January 12, 2018

Prerequisites: As stated in the SFU Calendar

Required Text: **Business Essentials. Ebert, Griffin, Starke & Dracopoulos**
8th Canadian Edition. ISBN# 978-0-13-400009-1

Course Website: <https://canvas.sfu.ca>

Course Objectives:

This introductory course will explore the fundamentals of modern business and organizational management. Working with case studies, students will build upon the basics of revenue, profits, contribution and costs, as well as integrate advanced aspects of business models, innovation, competitive advantage, core competence and strategic analysis. Working individually and in teams, the goals of this course are to enable students to:

- obtain “fundamental business knowledge”;
- obtain a holistic understanding of the foundational concepts of organizations;
- formulate and communicate ideas in a clear, concise, compelling and evidenced-based manner;
- contribute collaboratively and effectively to complete a team project; and
- understand the elements of business strategy and strategic analysis.

This course assumes no prior business knowledge.

Grading:

8%	Canvas Quizzes (based on textbook)
10%	Individual Assignment
12%	In-class assignments
15%	Group Project
25%	Midterm Examination
30%	<u>Final Examination</u>
100%	

BUS 200 Course Outline

BUS 200 Course Schedule

Week	Lecture Topic	Required Readings	Quiz	In Class Assignment	Individual/ Group Assignment
1 Jan 5	Understanding the Canadian Business System	Chapter 1			
2 Jan 12	Environment of Business	Chapter 2	Plagiarism & Citation Quizzes		
3 Jan 19	Conducting Business Ethically and Responsibly	Chapter 3 HBR: What makes a leader?	Chapter 3	#1 Ethics	Groups assigned
4 Jan 26	Entrepreneurship Introduction to the Business Model Canvas	Chapter 4	Chapter 4		
5 Feb 2	Global Context of Business Midterm Review	Chapter 5	Chapter 5		Group Project Part 1
6 Feb 9	Midterm Exam	Textbook Chapters 1-5, All class material, HBR: What makes a leader? Business Model Canvas			
7 Feb 16	Family Day & Reading Break; All classes cancelled				
8 Feb 23	Managing the Enterprise	Chapter 6 HBR: What is Strategy?	Chapter 6	#2 HBR: What is Strategy?	
9 Mar 2	Motivating, Satisfying, and Leading Employees	Chapter 9	Chapter 9		Group Project Part 2 Peer evaluation
10 Mar 9	Managing Operations and Information	Chapter 10 HBR: Managing Oneself	Chapter 10	#3 HBR: Managing Oneself	
11 Mar 16	Understanding Marketing Principles and Developing Products	Chapter 12	No quiz		Individual Assignment
12 Mar 23	Pricing, Promoting, and Distributing Products	Chapter 13	Chapter 13	#4 Pricing (Group)	
13 Mar 30	Good Friday; All classes cancelled				
14 April 6	Money and Banking Financial Decisions and Risk Management (Debt/Equity; Risk) Summary & Review	Chapter 14 Ch. 15: pp 369-375; 386-387 HBR: The Core Competence of the Corporation	Chapter 14 & Chapter 15		Group Project Part 3 Peer evaluation
	Final Exam	Focus on Chapters after the midterm, class material, HBR: The Core Competence of the Corporation			

BUS 200 Course Outline

Course Details

This course focuses on the management and operation of business, including the principles, concepts, ideas and tools used by managers. Management in the contemporary, high tech world is emphasized, featuring examples and cases across a broad spectrum. The course exposes students to international and local business issues, and to large companies as well as smaller, entrepreneurial firms and not-for-profits.

The general format of the classes will be:

- 1) A lecture based upon the text consisting of foundational business ideas. You will have been tested on the material (using Canvas) before each class with a quiz available on Canvas.
- 2) A discussion of events in business or a business case example. Students will be asked to participate in various discussions

Canvas Quizzes (8%)

Most weeks you will write a quiz on the chapter to be covered in class that week in Canvas. Canvas is the course learning management system found at: <https://canvas.sfu.ca>. Quiz completion is due before the start of the class and each quiz will have 10 questions. You will have two 20 minute attempts to complete the quiz and will receive the highest grade of the two attempts. There is no opportunity to write quizzes after the deadline. Each quiz contributes 1% to overall grades – 8% overall.

Individual Assignment (10%):

This is a personal reflection paper and is designed to help you to start thinking about some focus and direction for your personal and professional development. Please pick **one** of the three questions noted below for this assignment:

1. What type of company you would like to work for or what type of job appeals to you? Provide an answer to this question and explain why.
2. What type of company would you like to build? Provide an answer to this question and explain why.
3. Select a topic from the textbook and apply it to a real-life situation you have encountered. Describe the situation, and discuss how it relates to the topic of the textbook.

Prepare a **two-page report** (approx. 500 words) on the question you picked. The paper includes:

- Facts – details about what you discovered
- Rational – an opportunity for you to demonstrate and explain why you came up with the findings that you did
- Personal reflection – the ability for you to share why the topic was important to you and what you gained as personal insight
- Report Format: Title page with your name, student number, course number and section and assignment title; title page not included in page/word limit count. For the two-page report, use 1.5 spacing, Times New Roman 12 pt. font, 1 inch borders. Citations in APA format (if applicable), and must be included in two-page limit.
- Report submission: This assignment is individual. Upload a soft copy of the completed assignment to Canvas by the stated due date. The assignment must be in the form of a PDF named as follows: Student Name and Number-A1.pdf. For example: Agnes Andrews 301012345-A1.pdf.

BUS 200 Course Outline

In-Class Assignments (12%)

- There will be four (4) in-class assignments – these can be given at the beginning, at the end or sometime during our lecture time.
- Two (2) in-class assignments will be written responses to questions about a Harvard Business Review Article (HBR) that you are required to read. It is your responsibility to access the article from the SFU library, articles will not be provided by the instructor.
- One (1) in-class assignment will be on a topic from the book, or a supplemental piece we reviewed in class.
- One (1) in-class assignment is a group assignment on a topic from the book or a supplemental piece we reviewed in class. The assignment will be completed in groups, with all group members contributing equally. The group will be the same as your project group.
- Assignments are evaluated on a marking rubric provided with the assignment: The schedule of assignments is provided in the table above.
- If you are not available for the in-class assignments, there is no opportunity to make up this work.
- You will not have access to the HBR articles, the textbook or your notes during the assignment.

Group Assignment (15%)

This is a group assignment. You will work in groups of four to five (4-5), all group members must equally contribute and will be peer evaluated. Groups will be randomly assigned in week 3.

As a group, you will identify and visit an individually owned, small business of interest to you, such as a coffee shop, restaurant, small retail, small specialty sports store, etc. The goal of this assignment is that you learn about their business as a team. There are three parts to the group project:

Part 1 – Project Plan (20% of your group project mark)

Prepare and submit a project plan for your group assignment. The project plan must include the following points below:

- Overview: Business Description; motivation for selecting the business, date business contacted/visited
- Key Milestones: Indicate key milestones in your group project including timeline: What needs to be done when to make the project successful?
- Team Charter: Outline how your group will be organized, including roles and responsibilities of key team members.
- You will meet with the instructor to present your project plan in week 5 – details will be announced in class.

Part 2 - Business Selection and Description (60% of your group project mark)

- Pick a small business in a sector that interests you. Visit the location and if possible, have a conversation with the owner to find out about the below (you are not limited to the points

BUS 200 Course Outline

below) ...

- Describe the business: Type of business, name, address, location
- Describe each of the nine (9) key elements of the business (use the business model canvas)
- Describe the costs you observe: fixed/variable costs, capital/operating costs, and startup costs
- Company: Describe the strengths and weaknesses you observe. What are the business's 2-3 success factors, what determines if the business is successful or not?
- Customers: Describe the target market and the needs the business is serving.
- Competition: Describe who the key competitor(s) are for the business and how they compete against the competition?
- Context: What are the key opportunities and threats the business is facing?
- Describe your conversation with the owner (if possible)
- Apply concepts from the course (textbook and class notes)
- Describe your conversation with the owner (if possible)

Part 3 –Business Assessment 20% of your group project mark)

- Based on your findings from part 2, do you think this business can sustain itself? Why or Why not? What is its long-term viability? Provide a rationale for your assessment.

Submission

Your team will submit one report for each of the 3 parts of the assignment. Each report consists of the following:

- Title page: Title (e.g. Project Plan of business xxx or Assessment of business xxx), course number and section, instructor name, group number, student names and student ID#, word count of report
- Body of the report
- References (if applicable)
- Appendices (if applicable)

Report Format:

- Part 1: There is a 750-word limit for part 1 of the group project
- Part 2: There is a 3,000-word limit for part 2 of the group project
- Part 3: There is a 750-word limit for part 3 of the group project.

The word limit excludes references, figures, tables and the title page. Appendixes are optional and are not included in word count. Use 1.5 spacing, Times New Roman 12 pt. font, 1 inch borders. Citations in APA format (If applicable).

Report Submission:

Convert each report to PDF file format and upload to Canvas by the stated due date (one report per group). Please use the following file naming convention: Bus200_Group_Project_Part#x_Team#x. Your assignment must be handed in *by the due date to avoid late penalties*.

Peer evaluation in group project (25% of your group project mark):

In today's business world, teamwork is critical and it is expected that each team member

BUS 200 Course Outline

contributes to the group project. After major group project deliverables, each student will individually complete a peer evaluation form where you will evaluate each of the team members. The peer evaluation criteria include:

- Reliable in attending all meetings, being on time, and being prepared for group discussions.
- Helps keep the team on track and completes deliverables on time.
- Demonstrates a respectful and professional attitude toward group members.
- Makes important contributions that improve the group's work.
- Does a fair share of the group's work.
- Interacts in a cooperative and supportive way.
- Cares that the team does excellent work.
- Deliverables do not need major revision.

This is not optional: 'free ridership' as perceived by your group will result in a deduction from your group project grade. If there are any problems in the group (e.g. free riders, group members being chronically late, etc.), the group members should first try to resolve the issue themselves and if the problem is not sufficiently resolved, only then should the team make me aware of the issue. Do not wait too long to try to resolve problems – if you are in doubt, bring up the issue (respectfully) rather than waiting to see if it will sort itself out. I also suggest that your groups meet often and in-person, as this helps groups to work together better.

Midterm Exam (25%)

A closed-book examination that draws material from Chapters 1 through 5 (inclusive) and from the material discussed in class. Questions can also be taken from the HBR article. The exam will be held in the classroom at regular lecture times, see schedule above for which week. You can expect 40 multiple choice questions and 2-4 short answer questions.

Final Exam (30%)

A closed-book examination that draws from all course material, with a focus on material after the midterm. Questions will also be taken from the HBR articles. The final exam is currently scheduled for April 18, 2018 from 8.30-11.30AM (subject to change at SFU discretion). Location TBA.

Readings

Required textbook: Business Essentials. Ebert, Griffin, Starke & Dracopoulos, 8th Canadian Edition. ISBN# 978-0-13-400009-1

It is expected that you read the chapter that is covered in class that week before class.

You will need to access the below Harvard Business review (HBR) articles available online from the library. They will not be provided by the instructor. See the schedule above for when these articles are covered in class.

- Goleman, D. (2004). What makes a leader? *Harvard Business Review*, 82(1), 82-91.
- Porter, Michael E (1996): What is strategy? *Harvard Business Review*, 74 (6), 61-78
- Prahalad, C. K., & Hamel, G. (1990). The Core Competence of the Corporation. *Harvard Business Review*, 68(3), 79-91.
- Drucker, P. F. (2005). Managing oneself. *Harvard Business Review*, 83(1), 100-109.

BUS 200 Course Outline

Note: MYBizLab is not a required component for this course but will provide you with valuable resources to aid in learning, understanding, and applying the course concepts. The textbook is required and prior editions are not recommended.

ASSIGNMENT RE-READS

While every effort is made to ensure grading is objective and error-free, errors and oversights do happen. If you feel something was missed in the grading of your work, please review the assignment rubric carefully and write a summary of specific criteria which you consider that you met and were not marked accordingly. Submit this via email, with your graded assignment attached, to your instructor and all TA's. If you request a re-read:

- Your assignment may be read and graded by either TA or the instructor
- Your resulting grade may be higher or lower than originally marked
- The resulting grade will be final and not subject to further revision

ACADEMIC INTEGRITY AND PLAGIARISM

Academic honesty is essential to the continued functioning of the Simon Fraser University as an institution of higher learning and research. All SFU students are expected to behave as honest and responsible members of an academic community. Breach of those expectations or failure to follow the appropriate policies, principles, rules, and guidelines of the University with respect to academic honesty may result in disciplinary action.

It is the student's obligation to inform him or herself of the applicable standards for academic honesty.

SFU's Academic Integrity web site <http://students.sfu.ca/academicintegrity.html> is filled with information on what is meant by academic dishonesty, where you can find resources to help with your studies and the consequences of cheating. Check out the site for more information and videos that help explain the issues in plain English.

Each student is responsible for his or her conduct as it affects the University community. Academic dishonesty, in whatever form, is ultimately destructive of the values of the University. Furthermore, it is unfair and discouraging to the majority of students who pursue their studies honestly. Scholarly integrity is required of all members of the University.

<http://www.sfu.ca/policies/gazette/student/s10-01.html>

These standards can be viewed in full at

<https://www.sfu.ca/students/academicintegrity/resources/academichonestyguide.html>

CLASS EXPECTATIONS

1. **Preparation.** It is expected that you have read the chapter before coming to class. I will be calling on students during class and ask questions. Slides will be posted to the course website (in Canvas) after each class. It is each student's responsibility to understand what is required and to complete the necessary readings or other preparation as directed.
2. **Punctuality.** Arriving on time and being ready to start working on the stated class-time is expected. Punctuality is important, as students who arrive late (or leave early) disturb all other students. You should not leave the room during the 170 minutes of class time unless there is a pressing reason to do so.

BUS 200 Course Outline

3. **Contribution.** Students are expected to contribute during class discussions in order to enrich the learning experience for everyone. However, individual students should not monopolize or dominate discussions, or intimidate others from contributing. When someone is talking, it is expected that everyone will listen and not hold parallel conversations.
4. **Assignments** are due in the online assignment submission location (in Canvas) by the specified due date (Pacific Time and SFU server time). Late assignments will lose 25% for each day until the third day, after which a grade of 0% will be assigned; this is a firm policy. In exceptional circumstances (major illness, family bereavement), students should contact the instructor **prior to the assignment due date**. All assignments are to be handed in in a professional format using standard word processing software. Handwritten assignments will not be accepted.
5. **Absences and extensions.** The course policy default is that there will be no make-up work provided, and no extensions to deadlines. Late assignments lose 25% per day until the third day, after which a grade of 0% will be assigned. In exceptional circumstances, students should contact the instructor prior to assignment due date to make arrangements.
6. **Cell phones.** Your phone should be on silent (vibrate turned off) and should be put away. Do not use your phone in class unless specifically instructed to do so. Do not text or browse the web. If we see you texting, we will ask you to leave the room for the remainder of the class so that you do not distract others.
7. **Laptops.** Use for note taking in class. You should open up your laptop for a specific task. Close down your e-mail browser, IM, text alerts and all social media channels.