

## Course Outline

### 1. COURSE INFORMATION

<b>Session Offered</b>	Winter 2021	
<b>Course Name</b>	Foundations of Business	
<b>Course Code</b>	GENTECH 1BZ3	
<b>Date(s) and Time(s) of lectures</b>	C01 (Lecture): Thurs 6:30-8:30 Tutorials: T01: Tu 9:30 - 10:20am T02: Tu 10:30 - 11:20am T03: Tu 2:30 - 3:20pm T04: Tu 3:30 - 4:20pm T05: Wed 12:30 - 1:20pm T06: Wed 1:30 - 2:20pm	
<b>Program Name</b>	General Technology within the B.Tech program	
<b>Calendar Description</b>	Students are given an introduction to the functional areas within businesses and an overview of the local and global business environments. The fundamentals of micro-economics and macro-economics are introduced, as well as sustainability in the environment of business.	
<b>Instructor(s)</b>	Brandon Love	E-Mail: Office Hours & Location: Online by appointment
<b>Teaching Assistants</b>		

### 2. COURSE SPECIFICS

<b>Course Description</b>	By the end of this course you'll have an appreciation for business knowledge, skills, and abilities as they relate to your own career ambitions. You'll have a clearer sense of business organization and function, as well as a deeper understanding of the economy and how it changes.		
<b>Instruction Type</b>	<b>Code</b>	<b>Type</b>	<b>Hours per term</b>
	C	Classroom instruction	2
	L	Laboratory, workshop or fieldwork	N/A
	T	Tutorial	1
	DE	Distance education	N/A
	<b>Total Hours</b>		3
<b>Resources</b>	<b>ISBN</b>	<b>Textbook Title &amp; Edition, Author &amp; Publisher</b>	
	ISBN: 13: 978-1-307-66798-1	<b>Business Foundations</b> – A Custom Courseware featuring chapters from:  <i>Business: A Changing World, Seventh Canadian Edition, Ferrell, Hirt, Ferrell, Iskander, McGraw-Hill Canada</i> & <i>Understanding Economics: A Contemporary Perspective, Eighth Edition, Lovewell, McGraw-Hill Canada</i>	
<b>Prerequisite(s)</b>	Registration in Automation Engineering Technology, Automotive and Vehicle Engineering Technology, or Biotechnology		

<b>Corequisite(s)</b>	N/A	
<b>Antirequisite(s)</b>	N/A	
<b>Course Specific Policies</b>	<p>Students are expected to attend weekly lecture and tutorial in order to get the most from content. If students are unable to attend, the lectures will be recorded and made available for student consumption on their own time.</p> <p>There will be weekly reading assignments using the McGraw-Hill Connect platform. These are designed to ensure students are keeping up with content. Completion of these assignments contributes to students final grade.</p> <p>There will also be bi-weekly quizzes to test for retention of knowledge. There will be six (6) quizzes total, but only the top five (5) scores will be counted towards the final grade.</p> <p>There will also be assignments discussed in each tutorial. Students are NOT required to complete all assignments, though they are encouraged. Students must complete FOUR (4) assignments out of ten (10), which will be graded according to a rubric. Each submitted assignment will be worth 5% of final grade.</p> <p>Finally, there will be a final exam, to be scheduled during the exam period, which will test students' cumulative knowledge. This will be worth 15% of the final grade.</p> <p>Students should feel comfortable directing any questions or concerns to TA's or Instructor through email.</p>	
<b>Departmental Policies</b>	<p>Students must maintain a GPA of 3.5/12 to continue in the program.</p> <p>In order to achieve the required learning objectives, on average, B.Tech. students can expect to do at least 3 hours of "out-of-class" work for every scheduled hour in class. "Out-of-class" work includes reading, research, assignments and preparation for tests and examinations.</p> <p>Where group work is indicated in the course outline, such collaborative work is mandatory.</p> <p>The use of cell phones, iPods, laptops and other personal electronic devices are prohibited from the classroom during the class time, unless the instructor makes an explicit exception.</p> <p>Announcements made in class or placed on Avenue are considered to have been communicated to all students including those individuals that are not in class.</p> <p>Instructor has the right to submit work to software to identify plagiarism.</p>	
<b>3. SUB TOPIC(S)</b>		
Week 1	Why Care About Business?	
Week 2	Small Business, Entrepreneurship, and Franchising	Chapter 2 in courseware (chapter 5 in Ferrell)

Week 3 (QUIZ WEEK)	Options for Organizing business	Chapter 1 in courseware (chapter 4 in Ferrell)
Week 4	Managing Operations and Supply Chains	Chapter 3 in courseware (chapter 8 in Ferrell)
Week 5 (QUIZ WEEK)	Managing Human Resources	Chapter 4 in courseware (chapter 10 in Ferrell)
Week 6	Reading Week	
Week 7	Customer Driven Marketing/Dimensions of Marketing Strategy	Chapter 5 in courseware (chapter 11 in Ferrell)
Week 8 (QUIZ WEEK)	Accounting and Financial Statements	Chapter 7 in courseware (chapter 14 in Ferrell)
Week 9	The Economic Problem	Chapter 8 in courseware (chapter 1 in Lovewell)
Week 10 (QUIZ WEEK)	Measures of Economic Activity	Chapter 11 in courseware (chapter 8 in Lovewell)
Week 11	Fiscal and Monetary Policy	Chapter 12 in courseware (chapter 11 in Lovewell)
Week 12 (QUIZ WEEK)	Cost of Production	Chapter 9 in courseware (chapter 4 in Lovewell)
Week 13	Market Structures	Chapter 10 in courseware (chapter 6 in Lovewell)
Week 14	REVIEW & Questions	
Midterm Recess: Monday, February 15 to Sunday, February 21 Classes end: Wednesday, April 14 Final Examination Period: Thursday, April 15 to Friday, April 30 All examinations MUST be written during the scheduled examination period.		
<b>List of tutorials</b>		
Week 2	Business opportunities in B Tech	
Week 3	Steps to Start a Business	
Week 4	The Triple Bottom Line	
Week 5	Outsourcing	
Week 6	READING WEEK	
Week 7	Leadership Styles and Teams That Work	
Week 8	Customer Service Skills	
Week 9	Budgeting	
Week 10	Economics Problems	
Week 11	Gross Domestic Product (GDP)	
Week 12	Production Cost Problems	
Note that this structure represents a plan and is subject to adjustment term by term. The instructor and the University reserve the right to modify elements of the course during the term. The University may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes.		
<b>4. ASSESSMENT OF LEARNING *including dates*</b>		<b>Weight</b>

Assignments (from tutorials)	20% (4 of 10 at 5% each)
Quizzes	40% (5 quizzes, best 4 for 10%)
Reading	15%
Final examination (tests cumulative knowledge)	25%
<b>TOTAL</b>	<b>100%</b>

Percentage grades will be converted to letter grades and grade points per the University calendar.

### 5. LEARNING OUTCOMES

L001: Recognize the fundamentals of starting and growing a business.

L002: Classify various foundational units of business including: Operations and Supply Chain, Human Resources, Marketing, Accounting and Financial Statements.

L003: Identify and explain economic indicators signalling the current phase of the economic cycle. Interpret world events, fiscal and monetary policy and predict economic trends.

L004: Apply the foundational knowledge of supply and demand to determine how prices of goods and services are established in various market structures.

### 6. COURSE OUTLINE – APPROVED ADVISORY STATEMENTS

#### ANTI-DISCRIMINATION

The Faculty of Engineering is concerned with ensuring an environment that is free of all discrimination. If there is a problem, individuals are reminded that they should contact the Department Chair, the Sexual Harassment Officer or the Human Rights Consultant, as soon as possible.

[http://www.mcmaster.ca/policy/General/HR/Discrimination\\_Harassment\\_Sexual\\_Harassment-Prevention&Response.pdf](http://www.mcmaster.ca/policy/General/HR/Discrimination_Harassment_Sexual_Harassment-Prevention&Response.pdf)

#### ACADEMIC INTEGRITY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. It is your responsibility to understand what constitutes academic dishonesty.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty: The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

#### AUTHENTICITY / PLAGIARISM DETECTION

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). For more details about McMaster's use of Turnitin.com please go to [www.mcmaster.ca/academicintegrity](http://www.mcmaster.ca/academicintegrity).

### **COURSES WITH AN ON-LINE ELEMENT**

Some courses may use on-line elements (e.g. e-mail, Avenue to Learn (A2L), LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

### **ONLINE PROCTORING**

Some courses may use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

### **COMMUNICATIONS**

It is the student's responsibility to:

- Maintain current contact information with the University, including address, phone numbers, and emergency contact information.
- Use the University provided e-mail address or maintain a valid forwarding e-mail address.
- Regularly check the official University communications channels. Official University communications are considered received if sent by postal mail, by fax, or by e-mail to the student's designated primary e-mail account via their @mcmaster.ca alias.
- Accept that forwarded e-mails may be lost and that e-mail is considered received if sent via the student's @mcmaster.ca alias.
- Check the McMaster/Avenue email and course websites on a regular basis during the term.

### **CONDUCT EXPECTATIONS**

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the Code of Student Rights & Responsibilities (the "Code"). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, whether in person or online.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students' access to these platforms.

### **ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES**

Students with disabilities who require academic accommodation must contact Student Accessibility Services (SAS) at 905-525-9140 ext. 28652 or [sas@mcmaster.ca](mailto:sas@mcmaster.ca) to make arrangements with a Program Coordinator. For further information, consult McMaster University's Academic Accommodation of Students with Disabilities policy.

### **REQUESTS FOR RELIEF FOR MISSED ACADEMIC TERM WORK**

McMaster Student Absence Form (MSAF): In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar “Requests for Relief for Missed Academic Term Work”.

### **ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)**

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students should submit their request to their Faculty Office normally within 10 working days of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests. <http://www.mcmaster.ca/policy/Students-AcademicStudies/Studentcode.pdf>

### **COPYRIGHT AND RECORDING**

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, including lectures by University instructors

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

### **EXTREME CIRCUMSTANCES**

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.