



COLLEGE of BUSINESS AND ECONOMICS

SCHOOL OF HOSPITALITY, FOOD
AND TOURISM MANAGEMENT

MGMT*2150 Introduction to Canadian Business Management (.5 credit course)

General Course Information

Instructor	Mir Lotfi
Email	mtabatab@uoguelph.ca
Class Room	LA 204
Office Hours	By Appointment
Department/School	School of HFTM
Class Schedule	Tues & Thurs, 10:00 AM – 11:20 AM

Course Description

*MGMT*2150 is an introductory course in the fundamentals of business management. Students will learn about the basic functions of business and management, namely the external environment, general and strategic management, human resources, operations, marketing, and financial management. The topics will be related to Canadian businesses. This course may not be taken for credit by Bachelor of Commerce students. The course uses a mix of lectures, presentations and discussions.*

Course Learning Outcomes

OUR Objectives

For class periods there are questions that both you and I are accountable for answering:

1. What do we need to know about the topic at hand to better understand and succeed in Canadian business?
2. What is the point? What is its significance? It is our job as a TEAM to identify, critique, and understand the “point” and its significance to the greater Canadian business environment each class period.
3. What do we do with this? We will learn and explore concepts that are applicable to decision-making in the Canadian marketplace. It is our job as a TEAM to comprehend the application of concepts from class.
4. How will the information provided affect others, from employees to customers, from bosses to your personal career trajectory?

YOUR Objectives

1. Understand the complexity, fundamental concepts, principles of management, and scope of Canada as a marketplace for businesses, the people and roles (stakeholders) involved in business, and traits of successful professionals.
2. Speak and write using terminology appropriate to the industry we are studying at a given point in time.
3. Understand the roles of professional associations, government agencies, companies, trade and professional literature, conferences, and organizations.
4. Understand management approaches to problem-solving and be able to apply these concepts.
5. Understand motivations for different levels of stakeholders in Canadian business.

6. Understand career directions, including organizational structures and how different positions work together.
7. Work as a TEAM to achieve mutual goals as necessary (e.g. teamwork, organizational behavior)
8. Be able to communicate the aforementioned learnings within “YOUR Objectives”
9. Most importantly, we must all be able to apply the successful managers’ philosophy: “You are the only reason for everything that happens to you” throughout the entire semester.

INSTRUCTOR Objectives

I am responsible for providing you with the tools and capabilities to complete assignments and answer the aforementioned questions. Furthermore, I am accountable for the following:

- Making students feel welcome and invited in the classroom.
- “Coaching” to promote success in the classroom.
- Being empathetic to your needs.
- Being enthusiastic about the material being covered and completing tasks in a timely manner.

Course Assessment

Individual Components:

- | | | |
|----------------------|--------------------------|---------------------------------|
| • Midterm Exam (25%) | In-class | October 18 th , 2018 |
| • Final Exam (35%) | <u>Cumulative</u> | December 13 th 2018 |

Team Report

- Due Oct 4th at 11:59 PM (20%) see description below and the guideline file uploaded on Courselink

Team Presentation

- Nov 13th – Nov 27th (20%) see description below and the guideline file uploaded on Courselink

Teams and Organizations

- Each team has 5 members.
- Each team will choose a company to work on during the semester.
- The chosen teams should be sent to the instructor for confirmation.
- Below are some examples for choosing as your organization.

Tech Companies	Apple	BlackBerry Ltd.	Bell Canada Enterprises
Financial	Toronto Dominion Bank	Manulife Financial	Fidelity Investments
Retail	Sears Canada Ltd.	Canadian Tire	Lululemon Athletica

Team Reports

The report is due October 4th at 11:59 PM in Dropbox. Your team is responsible for conveying the following information on your selected organization, according to a rubric that will be provided:

- Executive Summary
- Body of the report covering PESTLE, Porters 5 Forces, Stakeholders, and SWOT analyses.
- Recommendations

A peer evaluation might be conducted at the end of the semester that might affect each member’s grade on the team report, independently from the other team members.

Team Presentations

Your team will deliver a team presentation this semester. You will be assigned a team number at the beginning of the course. The dates of each presentation are included in the daily schedule below. This is what your group will be responsible for:

- Provide a PPT or PDF file for the presentation. All PPT files are due November 12th at 11:59 PM in Dropbox.
- You will present and be graded as a group. Everyone needs to speak.
- A peer evaluation will be conducted at the end of the semester that might affect each member's grade on the team presentation, independently from the other team members.

The guideline helpful in preparing your reports and presentations will be posted on Courselink a few sessions into the semester.

Course Resources

Required Texts:

Collins, Karen, [Exploring Business Version 2.0 \(Flatworld Knowledge, Irvington NY\)](https://students.flatworldknowledge.com/course/2467783) Available online at <https://students.flatworldknowledge.com/course/2467783>

Recommended Texts:

All assignments will be completed using the APA Manual. Most information regarding APA style and formatting can be found online; for the most complete and up-to-date APA information, which you will be graded on in this course, we recommend you purchase the recently published APA Manual. Here is a link to this text: <http://www.apastyle.org/manual/>

Other Resources:

All other materials will be made available via Courselink.

Course Policies

Participation

Participation in the classroom is necessary for learning to occur in this class. Therefore, you are expected to come prepared to class and participate in the course. Class participation will include staying abreast of current news stories as they relate to the Canadian business environment and discussing them in class during "Water Cooler Talks", being an active participant in class, reading course materials that are assigned, dressing appropriately, and other activities and topics deemed necessary throughout the semester. I reserve the right to alter your Course grade by up to 10% of your final grade plus or minus at the end of the semester, based on your participation.

Library as a Resource

The library and Learning Commons offer free services to help you succeed in your academic career. You can:

- Meet with a peer helper to discuss study strategies or your writing assignments
- attend Supported Learning Groups
- get assistance finding journal articles and books
- register for academic workshops
- so much more! Visit the Library website for more information: www.lib.uoguelph.ca

Academic Integrity

Academic misconduct is behaviour that erodes the basis of mutual trust on which scholarly exchanges occur, undermines the University's exercise of its responsibility to evaluate students' academic achievement or restricts the University's ability to accomplish its learning objectives. The University of Guelph is committed to upholding the highest standards of academic integrity and requires all members of the University community to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. All information you should know about academic integrity at the University as it applies to this course can be found here:

<http://www.open.uoguelph.ca/prospective/distance-education/academic-integrity.aspx>

Turn It In, a website that detects plagiarism, may be used at any time during the semester for any of your assignments.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration: <https://www.uoguelph.ca/registrar/calendars/undergraduate/2015-2016/c03/c03-fallsem.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor. The Academic Misconduct Policy is detailed in the Undergraduate Calendar.

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Drop date

For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2015-2016/c03/c03-fallsem.shtml>

Class Schedule

Date	Activity
Thursday, Sept 6	Introduction to the Course
Tuesday, Sept 11	Chapter # 1. Foundation of Business
Thursday, Sept 13	Chapter # 9. Strategy / Marketing
Tuesday, Sept 18	Continued: Chapter # 9 Strategy / Marketing
Thursday, Sept 20	Chapter # 10. Product Design and Development
Tuesday, Sept 25	Chapter # 11. Operations
Thursday, Sept 27	How to write a Business Report
Tuesday, Oct 2	Chapter # 2. Ethics and CSR
Thursday, Oct 4	Chapter # 12. Accounting Reports due in Dropbox Oct 4 th 11:59 PM.
Tuesday, Oct 9	No Class
Thursday, Oct 11	Chapter # 7. Human Resources
Tuesday, Oct 16	Chapter # 8. Teamwork
Thursday, Oct 18	In-Class Midterm Examination
Tuesday, Oct 23	Chapter # 6: Management and Leadership
Thursday, Oct 25	Chapter # 3. Business in a Global Environment
Tuesday, Oct 30	Chapter # 16. Regulatory Environment
Thursday, Nov 1	Discussion/Review
Tuesday, Nov 6	How to make a Business Presentation
Thursday, Nov 8	Meetings regarding upcoming Presentations. By appointment PPT files due in Dropbox Nov 12 th 11:59 PM.
Tuesday, Nov 13	Presentations.
Thursday, Nov 15	Presentations.
Tuesday, Nov 20	Presentations.
Thursday, Nov 22	Presentations.
Tuesday, Nov 27	Presentations.
Thursday, Nov 29	Exam review
13 th December 2018	Final Exam – 11:30 am to 1:30 pm