

ABOUT YOUR INSTRUCTOR



Cathy Leitch is from Wisconsin and moved to southern Ontario after marrying her Canadian husband in 2010. Prior to moving to Ontario, Dr. Leitch was an Associate Professor of Management & Entrepreneurship at the University of Wisconsin â€ Parkside. She completed her Ph.D. in Management with an emphasis in Family Business and Organizational Behavior from Texas Tech University in 1999. In addition to UW-P, she has taught at the University of St. Thomas (MN), the University of Nebraska â€ Lincoln, and the University of Wisconsin â€ Whitewater. Dr. Leitch's primary research interest is family business and she has published in various journals and conference proceedings. Dr. Leitch also has many years of entrepreneurial experience in family business.

Transcript 

COURSE DESCRIPTION

MGMT*2150 DE is an introductory course in the fundamentals of business management in Canada. Students will be exposed to the basic functions of business and management. This course will also cover small business and entrepreneurship, ethics in business, competing in the global business environment and the economic and political realities of business in Canada today. Bachelor of Commerce students may NOT take this course for credit.

The course is structured into 'functional areas' that are the foundation of the various work people do in business. These areas are: Management, Human Resources, Operations, Marketing, Accounting and Finance. The case study method is used in the course. Pioneered at the Harvard Business School about fifty years ago, the case study method has become the prevalent method for teaching business management. It requires you to analyze real situations, use facts to support your ideas, and most importantly, to make a decision at the end of the process.

No matter what career aspirations you decide to pursue, the ability to work with people, sell your ideas, keep track of finances, and generally manage yourself and your responsibilities will lead to success. The course is also designed to help you develop these skills.

Students have consistently found this introductory course to be challenging, enjoyable, and most of all, valuable. We hope that your experience in learning about business management in a Canadian context will be similar.

COMMUNICATING WITH YOUR PROFESSOR

Most weekdays, I will check for messages. If you submit a question for me on the discussion class forum or an email, you should expect to hear back from me within 24 to 48 hours after you send me a message. During the weekend it might be longer than that as I do not check messages Friday evening or Saturday. If you have not heard from me in 48 hours, please resend your email.

Cathleen Leitch, Ph.D.

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COURSE OBJECTIVES

The main goals of this course are to develop your:

1. General knowledge and understanding of the fundamental concepts and principles of business associated with six key functional areas: Accounting, Finance, Operations, Human Resources, Marketing, and Management (General and Strategic).
2. Understanding of small business and entrepreneurship and their role in job growth
3. Understanding of the global business environment
4. Self-management skills by keeping up with and meeting course requirements
5. Teamwork skills by discussing class concepts and completing a group assignment with peer learners.
6. Understanding of ethics and socially responsible practices in the workplace.

ASSIGNMENT OVERVIEW

More detail on assignments and grading criteria for assignments is available on the assignment tab.

Type of Assignment	Grade %
Participation in Online Discussions	20%
Quizzes	10%
Business News Analysis (2)	20%
Individual Case Study	10%
Group Case Study	15%
Final Exam	25%

POLICIES

E-mail Communication

As per university regulations, all students are required to check their uoguelph.ca email account regularly - email is the official route of communication between the university and its students. I will endeavor to respond to your emails within 24hrs, but sometimes responses will not come within 48 hours. If more than 48 hours have lapsed and you have not had a response from me, then please email me again.

When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. See the undergraduate calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Drop Date

The last date to drop one-semester WINTER 2014 courses, without academic penalty, is March 7, 2014. For regulations and procedures for Dropping Courses, see the Undergraduate Calendar: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Copies of out-of-class assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments; you may be asked to resubmit work at any time.

Academic Misconduct

University of Guelph is committed to upholding the highest standards of academic integrity and enjoins all members of the University community â€” faculty, staff, and students â€” to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Resources

The Undergraduate Calendar is the source of information about University of Guelph's procedures, policies and regulations which apply to undergraduate programs. It can be found at: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/>


Religious Holidays

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or other course requirements, including participation, for religious reasons please advise the instructor within two weeks of the start of this course so that alternate arrangements can be made. For further information see [Academic Accommodation of Religious Obligations](#).


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PROBLEMS, QUESTIONS, COMMENTS

Distance Education:

Technical Support
519-824-4120 ext. 56939
(Can. & USA) 1-866-275-1478
help@coles.uoguelph.ca 
211 Day Hall, University of Guelph

General Inquiries

Centre for Open Learning and Educational Support
University of Guelph
(519) 824-4120 x55000
(519) 824-1112 (fax)
info@coles.uoguelph.ca 

REQUIRED TEXTS

Textbook, eReserve and Course Website

The learner resources for this course are the course textbook and publisher's website, case studies located on electronic reserve and this course website which includes discussion questions and a quiz for each chapter.

The publisher's website is available at [http://www.cengage.com/cgi-wadsworth/course_products_wp.pl?](http://www.cengage.com/cgi-wadsworth/course_products_wp.pl?fid=M20b&product_isbn_issn=9780176509637&template=nelson)

[fid=M20b&product_isbn_issn=9780176509637&template=nelson](http://www.cengage.com/cgi-wadsworth/course_products_wp.pl?fid=M20b&product_isbn_issn=9780176509637&template=nelson). You can find Powerpoint's for each chapter on their website as well as a glossary and flashcards to help you review the concepts.

The textbook is the primary source of course content for readings, exercises, and assignments. It is available through university bookstores and you need to obtain it immediately for week 1 course readings and exercises.

Required text:

The Future of Business 4th Edition

Author(s): Norm Althouse, Laura Allan, and Christopher Hartt

Published by: Nelson Education

You may purchase the required text(s) at [University's Bookstore](#) or [Campus Coop Bookstore](#)

eReserve

During the course you will be required to access case studies available electronically from the University of Guelph McLaughlin Library. To access these readings visit the eReserve link in the top navigation bar of the course website.

Note: You will need your Central Login ID and password in order to log in to the library website.

If you are unfamiliar with how to access electronic readings at the library, visit [Course Reserves and e-Learning for Students](#) for further instructions on accessing e-reserve resources.

If at any point during the course you have difficulty accessing the readings, please visit [Library Online Access Trouble Shooting](#).

COURSE SCHEDULE OVERVIEW

Each week, students are expected to read the chapters assigned, review the PowerPoint slides for the chapters, take the short quiz for each chapter, and complete their discussion questions and other assignments. This approach of reviewing the material through the chapter readings, the slides, quizzes and discussions is designed to enable students to interact with the material in multiple ways and thereby build their comprehension of the material. In addition, detailed material (including discussion questions, you-tube videos and other activities) are listed on the unit tabs. If you have any questions regarding the material or assignments please ask your professor on the discussion class forum.

Unit # and Topic	Readings	Tasks
Unit 1: Canadian Business Environment: Politics & Economics	Week 1: Read Chapters 1 & 2	Week 1 Discussion
Unit 2: Canadian Business Environment: Social (Ethical Business Practices), Technology & Global	Week 2: Read Chapter 3 Week 3: Read Chapters 4 & 5	Week 2 Discussion & Quiz (Ch.1-3) Week 3 Discussion & Quiz (Ch. 4-5) <i>Business News Analysis 1 Due: Week 3 Tuesday by midnight</i>
Unit 3: Entrepreneurship, Small Business, and Analyzing the Business	Week 4: Read Chapter 6 Week 5: Read Chapters 7 & 8	Week 4 Discussion & Quiz (Ch.6) Week 5 Discussion & Quiz (Ch.7 & 8) <i>Business News Analysis 2 Due: Week 5 Tuesday by midnight</i>
Unit 4: Management	Week 6: Read Chapter 9 Week 7: Read Chapters 10 & 11	Week 6 Quiz (Ch. 9) Week 7 Discussion & Quiz (Ch. 10 & 11) <i>LorPel: Individual Case Study Submission Due: Week 6 Sunday by midnight</i>

Unit 5: Human Resources	Week 8: Read Chapter 12	Week 8 Discussion & Quiz (Ch.12)
Unit 6: Marketing	Week 9: Read Chapters 13 & 14	Week 9 Discussion & Quiz (Ch.13 & 14)
Unit 7: Operations	Week 10: Read Chapter 15	Week 10 Quiz (Ch. 15) <i>Ceja Vineyards: Group Case Submission</i> <i>Due: Week 10 Sunday by midnight</i>
Unit 8: Accounting & Finance	Week 11: Read Chapters 16 & 17 Week 12: Read Chapter 18	Week 11 Discussion & Quiz (Ch. 16 & 17) Week 12 Discussion & Quiz (Ch. 18)
	Final Exam: To be announced.	

SUBMITTING ASSIGNMENTS

The case studies and the business news analysis for this course will be submitted electronically via the course website through the Drop box tab at the top of the screen. Please save your text documents as Word documents or Rich Text Format before you submit them.

Please ensure that you include your name on \hat{A} your assignment.

File Name Tip

Start a new file in your word processor and save it as (the number of the assignment) e.g. #1_LastName_FirstName.rtf. Using this system Jane Doe's first assignment would be saved as #1_Doe_Jane.rtf. Refer to the 'DE Handbook' for further information about preparing files for submission.

Review the schedule for due dates for assignments. Late submissions of assignments will receive a late penalty of 10 % per day. This penalty policy is consistent with the course aim of rewarding effective time management. In order to be fair to the entire class, assignment extensions will not be given except for documented illness or truly exceptional circumstances.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

Return of Graded Assignments

Unofficial assignment marks will be available in the Grade section of the course website. Feedback on assignments will be returned online via the electronic drop box (see the menu bar at the top of the website).

Grading

Reports will be marked and returned to students within two weeks of the due date by way of the course website. Grades will be posted on the course website for all work completed within a maximum of two weeks after the report due date. I will be available to discuss your reports after you have reviewed your graded report. If you would like to discuss your report, please email me a bullet point list of issues you would like to discuss so we can have a comprehensive and focused conversation.

- All course grading will adhere to the University grading resolutions that outline its standards for determining and assigning grades. The text for all 11 grading resolutions, as approved by Senate, appears in the current Undergraduate Calendar in Section VIII, by clicking on "Grades", then "Grading Procedures" headings
http://www.uoguelph.ca/undergrad_calendar/c08/c08-grds-proc.shtml
- 80 - 100 (A) Excellent. An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a

critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.

- 70 - 79 (B) Good. A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
- 60 - 69 (C) Acceptable. An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
- 50 - 59 (D) Minimally Acceptable. A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
- 0 - 49 (F) Fail. An inadequate performance.

OVERVIEW OF COURSE UNITS

The course is structured to provide students with an introduction to many different facets of business and the business environment. The units that will be covered are:

- Unit 1: Canadian Business Environment â€™ Politics and Economics
- Unit 2: Canadian Business Environment â€™ Social (Ethical Business Practices), Technology, and Global Business
- Unit 3: Entrepreneurship, Small Business, and Analyzing the Business
- Unit 4: Management
- Unit 5: Human Resources
- Unit 6: Marketing
- Unit 7: Operations
- Unit 8: Accounting & Finance