



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

General Course Information

Instructor	Mir Lotfi
Email	mtabatab@uoguelph.ca
Class Room	MINS 300
Office Hours	Tuesdays, 11:30 AM - 12:30 PM
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 Examinations:

- | | | |
|----------------------|--------------------------|------------------|
| • Midterm Exam (25%) | In-class | October 22, 2015 |
| • Final Exam (35%) | <u>Cumulative</u> | December 16 2015 |

Team Reports

- Due Nov 10 at 11:59 PM (20%) see description below

Team Presentations

- Nov 17 – Dec 1 (20%) see description below

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 November 10 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

Your report should be no more than 1200 words.

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 file for the presentation. The PPT must be received in dropbox no later than 11:59pm on the day before you present.
- You will present and be graded as a group. Everyone needs to speak.

Below are guidelines that will be helpful in preparing your presentations as they pertain to your selected company:

Scope and Environment of Business

Chapter 1: Foundations of Business

1. Who owns your company?
2. What resources does it use? What resources are most important to your company?
3. What products or services does it produce or market? Which are most important to your company?
4. What factors affect the supply of the most important product your company produces?
5. What factors affect the demand for the key product or service your company produces or market?

Strategy/ Marketing

Chapter 9: Providing Value to Customers

1. How does your company segment its markets?
2. How does it use the marketing mix to sell its key product or service?
3. What approach does it use to branding?
4. Does it partner with other companies in its marketing
5. What sorts of pricing strategies does it use?
6. What sorts of distribution channels does it use?
7. How does it create value for its buyers? For its customers? Are the different? Why?
8. How does it advertise?
9. Does it use social media to promote its product, service or company? How?
10. Where in the product life cycle is your company key product or service?

Technology

Chapter 10: Product Design and Development

1. Describe the characteristics of your company's key product or service?
2. Does it require the use of complementary products or services?
3. How does it create value for customers?
4. Are there substitutes available to customers? How similar are they?
5. What benefits do your company's products or services provide to customers? How do these compare to a substitute product?
6. Describe what changes your product or service has undergone in the last 5-10 years?
7. How do those changes reflect customers' needs?
8. Does your company's product or service have Intellectual Property issues and/or protection?

Operations

Chapter 11: Operations Management

1. Describe the steps or stages of the process that is used to make or deliver your company's key product or service
2. What types or production processes are used?
3. Where does production or delivery occur?
4. What types of input are used in the production process? Where are they sourced?
5. What type of inventory issues does the company have?

6. How is technology used in the production process?
7. Does the company have capacity issues?
8. Does the company use quality control methods or processes? Describe them.
9. Has the company had quality related problems in the past?
10. What steps or stages of the production and marketing process are controlled by your company? Use its key product or service to ground your answer.
11. Draw a diagram to accompany your answer to the above question.
12. Which steps or stages are controlled by other companies? Describe briefly.
13. Are there ethical concerns involved anywhere in the value chain?
14. How is value created at various levels of the value chain?
15. What types or relationships exist between various participants in the value chain?

Corporate Social Responsibility

Chapter 2: Business Ethics and Social Responsibility

1. Who are the company's stakeholders?
2. What CSR programs does the company have? How can you evaluate them? What criteria are useful for such an evaluation? Do you have good evidence for this evaluation?
3. Does the company appear to "behave ethically"? Support your answer with evidence that is based on applying the theories discussed in Chapter 2.

Accounting and Financial Management

Chapter 12: Accounting

Based on a summary table per below, answer the following, providing numerical evidence:

1. Describe and explain the differences and relationships between financial and management accounting?
2. Who use accounting information? For what reasons? For what sorts of planning and decisions?
3. Find the financial statements for your company. Based on the last two years of complete data summarize the key measures in each of the Statements below. Set up a table by hand using a calculator or with a spreadsheet program (EXCEL) similar to that below.

Statements	2012	2013	Change in \$	% change
Income Statement Items				
Balance Sheet Items				
Statement of Owners Equity Items				
Cash Flow Statement Items				
Various Ratios				

4. What is happening to sales?
5. What is happening to costs?
6. What is happening to profits?
7. What is happening to assets?
8. What is happening to liabilities?
9. What is happening to inventories?
10. What is happening to equity?
11. Does the company have enough money?
12. Does the company have to borrow money?

13. Does the company have to raise money in another way? How?
14. Is the company managed well?

Human Resources

Chapter 7: Recruiting, Motivating and Keeping Employees

Chapter 8: Teamwork and Communications

1. What type of employees does your company employ? What is the mix of management, blue-collar, supervisory, sales and other classifications of employees?
2. Does the company comment on programs related to diversity, training and other initiatives to improve the productivity and retention of its employees? How do these programs create value for the organization?
3. Which of the theories discussed in sections 3-1 to 3-4 of Chapter 7 would be useful in improving the management of human resources in this company?
4. Does the company have programs to deal with work-life balance? How would those affect your interest in working there?
5. How does the company compensate and provide benefits? What is required by law? What seems discretionary?
6. Does this company have unionized employees? Which union? What issues does this create? What issue might it solve?
7. Does the company use teamwork? If no direct information is available, make some educated inferences.
8. Does the company have a good communications strategy? Provide evidence to support your answer.

Regulatory Environment of Business (to be covered in the team presentation)

Chapter 16: The Legal and Regulatory Environment of Business

1. What laws and regulations are most important to your company's business?
2. What laws must your company's products comply with?
3. What laws must it follow with respect to its employees?

General Management and Leadership

Chapter 6: Managing for Business Success

Readings 4 in the Course Manual – Available online

1. Does the company have a formal strategy? How do you know?
2. What is its vision? Mission? What are its strategic goals?
3. What products and markets does it focus on as part of its product-market strategy?
4. Does it have a good competitive premise?
 - a) Does it provide value to customers
 - b) Does it do so in a way that is different from its competitors?
 - c) Does it do so in an economically feasible and sustainable way?
 - d) Does it do so in a way that would be difficult for other companies to match or imitate?
5. How does it structure or organize itself? Read section 3 of Chapter 6 and determine which of those forms of organization appear to best describe your company's structure. Provide evidence.
6. Who are the leaders of this organization? How do you know?

7. Do they do a good job? Why or why not?

International

Chapter 3: Business in a global environment

1. To what extent are your company's products and services imported and exported?
2. Does your company use licensing, strategic alliances, foreign direct investment or other forms of international business? Describe briefly.
3. How do PESTEL factors affect your company?
4. Is the concept of market failure relevant to your company?

Course Resources

Required Texts:

Collins, Karen, Exploring Business Version 2.0 (Flatworld Knowledge, Irvington NY) Available in either bookstore or online at <http://students.flatworldknowledge.com>

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.

Although this is a large class, I will be able to identify certain individuals who deserve additional participation points, and some who should have participation points taken away. This will be based upon interactions in class, via email, and at events related to class. 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.

Grading Policies

Grading rubrics will be posted online prior to each assignment's due date. These rubrics will outline the grading scheme. If you feel a grading mistake has been made on any assignments please speak to the Professor directly.

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 10	Introduction to the Course
Tuesday, Sept 15	Chapter # 1. Foundation of Business
Thursday, Sept 17	Chapter # 9 Strategy / Marketing
Tuesday, Sept 22	Continued: Chapter # 9 Strategy / Marketing
Thursday, Sept 24	Chapter # 10. Product Design and Development
Tuesday, Sept 29	Chapter # 11. Operations
Thursday, Oct 1	Chapter # 2. Ethics and CSR.
Tuesday, Oct 6	Chapter # 12. Accounting
Thursday, Oct 8	Chapter # 7. Human Resources
Tuesday, Oct 13	No Classes
Thursday, Oct 15	Chapter # 8. Teamwork
Tuesday, Oct 20	Chapter # 16. Regulatory Environment
Thursday, Oct 22	In-Class Midterm Exam
Tuesday, Oct 27	Chapter #6: Management and Leadership
Thursday, Oct 29	Chapter # 3. Business in a global environment
Tuesday, Nov 3	Discussion/Review
Thursday, Nov 5	How to write a Business Report
Tuesday, Nov 10	How to make a Business Presentation Reports due in dropbox Nov 10 11:59 PM.
Thursday, Nov 12	Meetings regarding upcoming Presentations. By appointment
Tuesday, Nov 17	Presentations. Teams 1-4 PPT files due in dropbox Nov 17 11:59 PM.
Thursday, Nov 19	Presentations. Teams 5-8 PPT files due in dropbox Nov 18 11:59 PM.

Tuesday, Nov 24	Presentations. Teams 9-12 PPT files due in dropbox Nov 23 11:59 PM.
Thursday, Nov 26	Presentations. Teams 13-16 PPT files due in dropbox Nov 25 11:59 PM.
Tuesday, Dec 1	Presentations. Teams 17-20 PPT files due in dropbox Nov 30 11:59 PM.
Thursday, Dec 3	Exam review
Wednesday, Dec 16	Final Exam