



General Course Information

Instructor:	M. Linda Chiasson
<i>Email</i>	lchiasso@uoguelph.ca
<i>Office Location</i>	MINS 213
<i>Office Hours</i>	5:45-6:45pm (Mondays – by appointment ONLY , requested before 3:00pm on Fridays)
<i>Department/School</i>	Marketing and Consumer Studies
Class Schedule:	Mondays 7:00-9:50pm – MACN 113
Pre-requisites:	10 course credits
Co-requisites:	<i>None.</i>

Course Description

This course introduces students to statutory law and common law intersecting with business and consumer transactions. An overview of the law of contracts and torts forms the basis of business and producer/consumer relationships. Discussion topics include sale of goods and consumer protection legislation; debtor-creditor relations; competition law; intellectual property rights and manufacturers' product liability and employment law. This course also inevitably explores the philosophical pinning of the rule of law in Canada in the various legal disciplines studied as part of this course, as governed by the *Charter of Rights and Freedoms*, the supreme law of Canada and provides an overall review of Canada's legal system.

**NOTICE TO ALL STUDENTS:
NO LEGAL ADVICE OR CONSULTATION THROUGH MY LAW OFFICE WILL BE AVAILABLE TO PEOPLE REGISTERED (OR WHO HAVE BEEN REGISTERED IN PAST SEMESTERS) IN THIS COURSE.**

Course Learning Outcomes

1. To acquaint students with the structure of the Anglo-Canadian judiciary (common law) system and its inter-relationship with the Canadian legal process in a business context.
2. To equip students with the basic concepts, principles and rules of law and their application to individuals and persons in business from the perspectives of both providers and consumers of goods and services.
3. To develop an understanding of the complex legal system in which businesses and consumers of goods and services operate.
4. To enable students to communicate and deal effectively with legal counsel in matters relating to corporate/commercial and consumer affairs.
5. To understand the philosophy framing the rule of law in a free and democratic society and allow students to engage in healthy debate through conflicting ideas and issues with the framework of the laws that govern our society.
6. To understand the difference between an ethical code of conduct (personally) in a business context in adhering to the "letter of the law" or in attempting to adhere to the "spirit" of what the law intended in the first place.
7. To improve analytical thinking and communication skills.

Knowledge and Understanding

The study of law is inherently philosophical, even when studied in a business context. While this course does not purport to tell students what to think, it encourages students **to think** and to know why they believe what they do and to understand their constitutional right to their opinion and the freedom to express it in a free and democratic society like Canada.

After having taken this course, students should emerge with a more mature sense of their own set of values, in the face of what the law dictates in a business setting and be able to derive an ethical code of conduct for reference in their individual careers. There are different philosophies by which people form their careers and this class challenges students to have a personal philosophy and to clearly understand what informs that philosophy and why they subscribe to it. It challenges students to consider their sources of influence in such a “social/multi-media” age and to reason with sources other than television and the Internet as key influencers for ethical decision making.

Discipline/Professional and Transferable Skills

After having taken this course, students should be able to analyse a certain factual situation and understand how the rule of law in Ontario, Canada intersects with their particular situation. It will allow them not only to know that laws exist that govern corporate conduct, in respect of their own careers, but also to know how to apply the law in interpreting their conduct in a business setting. It's not a memorization course, as much as teaching students how to apply their legal learning in a “real life” scenario.

The disciplined approach to studying and reading during this course is also fully transferrable to other courses.

Attitudes and Values

The rule of law in a free and democratic society demands an open dialogue of differing points of view. Conflict and debate are encouraged, in that homogeneity as a goal in society can lead to “thought-police”, which should be avoided especially in a university setting. Higher learning should encourage open debate of differing points of view, all while exercising civility in the respect of opposing points of view. This will be highly encouraged in this course.

Civil rights and our freedom to express our own ideas and views must be jealously guarded and especially in the context of forming individual careers in the corporate sector. With some of the flagrant abuses of the concept of corporate “limited liability” and changing social attitudes in wanting to hold corporate players to account for these abuses and excesses – it becomes even more important for students not only to learn about the law, but to understand the policy decisions behind them in order to avoid becoming “bad apples” in their own career progression. This course is also designed to instill an individualized sense of personal values and moral conduct in business decision-making.

Indicative Content

The MCS*3040.02 course webpage (address: <http://courselink.uoguelph.ca>) is key to this course for grade posting. It is also an information centre where you can find some course information, **but class content will not be specifically posted**. Students are encouraged to touch base with their peers for class discussions/lecture materials if they are unable to attend lectures. **The instructor will not provide class notes or “catch up” materials for absent students, for any reason.**

On-Line Communication:

- This course has a website (see <http://courselink.uoguelph.ca/>).
- Any announcements related to the course that are not made in class will be posted on the “news” board on the course site.
- I may communicate with you via your central email account <uoguelph.ca> from time to time. You are required to check this account on a regular basis. Please be advised that I will not edit my mailing list to your hotmail/yahoo etc. account.
- While I endeavour to check my email daily, students can reasonably expect a response from me within 48/72 hours (especially if over a weekend). If your request is urgent, it is best to call me at 519.836.7550 x.40077.
- If your email is inappropriate as to its tone or content generally, or is requesting information that was already clearly discussed in class, I may elect not respond to such emails.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	20%	Midterm	<i>Application of concepts learned in the first half of the course.</i>	<i>Class 6 (in class)</i>
Assessment 2:	30%	Weekly in-class assignments	<i>See posted information for each week</i>	<i>Each week (in class)</i>
Assessment 3:	20%	Group assignment	<i>See posted Group Assignment information which outlines all aspects of the required work</i>	<i>Class 10 (hand in in class)</i>
Assessment 4:	30%	Final exam	<i>Application of key concepts in the second half of the course (after the Midterm)</i>	<i>As scheduled by the University</i>
Total	100%			

Teaching and Learning Practices

Lectures **In-Class participation:** Students have been assembled in groups of about 6 students per group and groups are posted on the course site. Each week during lectures, groups will be randomly called on to participate and provide an overview of a lecture topic or an assigned case. The professor will then review the material. Each group is required to hand in their summaries of all of the posted questions after each lecture. These weekly assignments are worth a combined total of 30% of the student's overall grade. Please note that while students are encouraged to study in groups, overall marks will be awarded by individual and not by group.

Course Resources

Required Texts

- ♦ Yates, Richard A., Legal Fundamentals for Canadian Business, Pearson (2016) **(4th Edition)** [two copies of the text are available on reserve at the library.]
- ♦ Additional readings of materials as announced in lectures.

There are prior editions of this text. Students will be taught and examined on the 4th edition, which is quite different than the 3rd edition or earlier editions for example. **Should students elect to use prior editions, they do so at their own risk.**

Course Policies

Grading Policies

Midterm and final examinations are all closed book.

The midterm examination will be derived from the content of the course text, any additional assigned readings, class lectures and discussions. It may be structured as a mix of multiple choice, true or false and the exact layout of the exam will be explained at least one week prior to the examination. The exact format of the final exam will be discussed prior

to the end of term. The exams set for this section of the course will be different from the other section, but will be fair and based on our specific class content/discussions and assigned readings. **The instructor will NOT be responding to e-mails (meaning, I will completely ignore e-mails) requiring the instructor to “confirm” or “outline” content for exams. This would have been thoroughly discussed during lectures and students will be expected to be responsible for listening and taking appropriate notes as to exam content.**

The midterm examination is scheduled during regular lecture times and therefore, in accordance with the University of Guelph's own policy, any conflict is **entirely the student's responsibility.**

Examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses or any other commitment, whatever its nature. You are not permitted to enrol in this course if you have a time conflict with another course or any other personal commitment, no matter how important it might be to you or even to the University of Guelph's sports teams or other such personal commitments. If a personal conflict arises, this is your issue and accommodation will not be made, for any reason.

Please note that attendance and group participation will be monitored for each lecture, in accordance with the Student Code of Conduct outlined below. Note that while active participation is encouraged, tangential questions that consistently divert class discussion and are disruptive to the class generally or raising your hand to say anything, just to “get marks” will not be awarded participation marks. In fact, such participation might even negatively affect your overall mark. Effective participation will be evaluated based on engagement in the actual content of the lecture, so please try to keep your comments and/or questions on point. Lectures are led such that no one student will be able to dominate the discussion, all while balancing the importance of nurturing a student's particular enthusiasm.

A final note on grading policies for this course. Legitimate absences for this course are considered to be **only** illness and/or a death in family or other **urgent** family obligation. Your decision to forgo a lecture(s) over some other commitment (be it academic, university athletics or personal) is **entirely in your discretion**, but please be advised that the choices that you make with your schedule may impact your overall grades. **Please do not send emails nearing the end of the semester out of concern for your participation (or other) mark, when you've not weighed the consequences of your decisions during the semester to either be absent from lectures and/or to be silent during lectures when in attendance. In deference to me and the difficulty with responding to your pleas for consideration, please govern your conduct accordingly.**

Course Policy on Group Work

The group assignment due at the beginning of Class 10 is clearly outlined and posted on the course site.

If a classmate assigned to your Group does not put in sufficient effort to warrant the same grade as the Group overall, a peer evaluation form can be submitted and the process by which students can lodge a complaint of delinquent classmate(s).

Course Policy regarding use of electronic devices and recording of lectures

The use of personal laptops or other types of electronic equipment (e.g. cellphones, Blackberries etc.) during lectures is expressly forbidden. Students are expected to make handwritten notes of lectures – paper/pen will not be provided, so please bring your own and be prepared for lectures.

Please note that if the instructor notices students using electronic devices during lectures, that student may be asked to leave the room. Also, constant chatter during lectures is disruptive to the instructor, and if particularly disruptive, student(s) may also be asked to leave the room. Please be considerate and keep noise levels down.

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

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

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/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Drop date

The last date to drop one-semester courses, without academic penalty, is posted on the University of Guelph's website. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

Additional Course Information

Student Code of Conduct

As a student in the Marketing and Consumer Studies Department, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through ground-breaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation. Only legitimate absences (as noted above) will be considered as an excuse for missing lectures resulting in non-participation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone, and laptops). Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).