

**Applied Science & Management**

**LEAD110**

**Introduction to Business**

**3 Credits**

**Winter, 2021**



## **COURSE OUTLINE**

**LEAD110**

**INTRODUCTION TO BUSINESS**

**3 CREDITS**

PREPARED BY: Alexander Garcia Muradov, PhD

DATE: November 1, 2020

APPROVED BY: Ernie Prokopchuk, Interim Dean

DATE: November 11, 2020

APPROVED BY SENATE: Click or tap to enter a date

RENEWED BY SENATE: Click or tap to enter a date



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## LEAD110

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**INSTRUCTOR:** Dr. Garcia Muradov

**OFFICE LOCATION:** A2418

**EMAIL:** agarcia@yukonu.ca

**TELEPHONE:** 867 668 8785

**OFFICE HOURS:** By telephone appointment

**CLASSROOM:** N/A (remote course)

**TIME:** Monday + Wednesday 10:30am –  
12:00pm

**DATES:** Jan 4 – April 12, 2021

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### COURSE DESCRIPTION

Introduction to Business is a foundational course in the Business Administration program. Steeped in a northern context, the course introduces students to fundamental principles and concepts related to the business environment on a local, northern, national, and international scale.

The course will provide a broad overview of the major principles of management and introduce students to northern business organizations such as First Nation governments, territorial governments, development corporations, private organizations, and non-profits. Topics representing the different organizational functions including human resources, accounting and finance, marketing, and operations will provide a foundation for further studies. The course will also provide an overview of types of business ownership, business life cycle, and factors of the economic environment.

### PREREQUISITES

None.

### RELATED COURSE REQUIREMENTS

Access to a device with word processing and internet connectivity.

### EQUIVALENCY OR TRANSFERABILITY

Course transferability is determined by the receiving institution.

## **LEARNING OUTCOMES**

Upon successful completion of the course, students will be able to:

- Demonstrate knowledge of the following business aspects including:
  - o Types of business, ownership, and leadership
  - o Sustainable vs. unsustainable business concepts
  - o Ethical considerations of all aspects of business
- Identify and describe key business functions and their contribution within a broad range of organizations including First Nation governments, territorial governments, development corporations, private organizations and non-profits.
- Demonstrate a recognition and understanding of the four major principles of management (planning, organizing, leading and controlling) as it applies to northern, local, national, and international business settings.
- Demonstrate an ability to use business concepts and terminology appropriately and accurately within a written and oral context, specifically using a case study approach.
- Demonstrate an ability to work collaboratively in teams.
- Demonstrate an awareness of current and emerging topics in business and management (e.g. reconciliation, social responsibility, and sustainability)

## **COURSE FORMAT**

Course materials and discussions will be made accessible through Moodle. A combination of approaches will be used which may include case studies, videos, guest speakers, news articles, lectures, and group work. These will afford a hands-on approach and help to provide a foundation of knowledge with which students can continue to grow and learn. Case studies will focus on northern, Canadian, and Indigenous business cases.

## **ASSESSMENTS**

Participation in this course will be a critical component of a student's learning. Students will complete weekly "mini assignments," which will be preparation for the final exam. Regular participation is essential and is worth 10% of the final course grade.

There will be four assignments for a total of 70% of the final course grade.

1. Group Presentation: Students will be assigned to a group that will present on a management topic; this presentation will be worth 15% of the final grade.
2. Group Case Study: Working in assigned groups, students will submit a 4-6 page response to a case study worth 20% of the final grade.
3. Individual Case Study: Students will submit a 4-6 page response to a case study, to be completed individually, worth 20% of the final grade.
4. Reflection Paper: Students will submit a 3-4 page reflection paper. This will be done individually and will be worth 15% of the final grade.

There will be an open-book, open-note final exam that will be based on the weekly “mini assignments.” Completing these assignments throughout the term, seeking feedback, and incorporating it into revisions that develop your thoughts will fully prepare for this exam, which will be worth 20% of the final grade.

### **EVALUATION**

Individual Assignments	35%
Group Assignments	35%
Participation	10%
Final Exam	20%
Total	100%

### **REQUIRED TEXTBOOKS AND MATERIAL**

*Indigenous Business in Canada; Principles and Practices*. Edited by Brown, K.G., Doucette, M.B., Tulk, J.E. 2017 Cape Breton University Press (ISBN-13:978-1-77180-590-8).

### **ACADEMIC AND STUDENT CONDUCT**

Information on academic standing and student rights and responsibilities can be

found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

### **PLAGIARISM**

Plagiarism is a serious academic offence. Plagiarism occurs when a student submits work for credit that includes the words, ideas, or data of others, without citing the source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the University.

### **YUKON FIRST NATIONS CORE COMPETENCY**

Yukon University recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from any Yukon University program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see [www.yukonu.ca/yfnccr](http://www.yukonu.ca/yfnccr).

### **ACADEMIC ACCOMMODATION**

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, they should contact the Learning Assistance Centre (LAC): [lac@yukonu.ca](mailto:lac@yukonu.ca).

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**TOPIC OUTLINE (subject to change)**

Session/Date	Topic	Readings
Week 1 (Jan 4 + 6)	Introduction	to be assigned
Week 2 (Jan 11 + 13)	"Pre-contact" to Colonial Economies	Chapters 1 + 2
Week 3 (Jan 18 + 20)	Law and Governance	Chapters 6 + 13
Week 4 (Jan 25 + 27)	Banking, Finance, and Taxation	Chapter 7 + 8
Week 5 (Feb 1 + 3)	Ownership Structures	Chapter 5
Week 6 (Feb 8 + 10)	Case Method	to be assigned
Week 7 (Feb 15 + 17)	Leadership, Management, and Teams	Chapter 3
Week 8 (Mar 1 + 3)	Human Resources	to be assigned
Week 9 (Mar 8 +10)	Marketing and Demographics	Chapter 9 + 13
Week 10 (Mar 15 + 17)	Presentations	
Week 11 (Mar 22 + 24)	Strategy	to be assigned
Week 12 (Mar 29 + 31)	Accounting and Finance	to be assigned
Week 13 (April 7 + 12)	Entrepreneurial Management	to be assigned