



School of Business & Leadership

**LEAD 110**

**Introduction to Business**

**Term: Winter 2023**

**Number of Credits: 3**

---

## Course Outline

---

**INSTRUCTOR:** Kylie Campbell-Clarke

**E-MAIL:** [kylie.campbell@yukonu.ca](mailto:kylie.campbell@yukonu.ca)

**DATES:** January 4 – April 11

**OFFICE HOURS:** by appointment

---

### 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.

### COURSE REQUIREMENTS

Prerequisite(s): None.

### EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:

<https://www.yukonu.ca/admissions/transfer-credit>

### LEARNING OUTCOMES

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

1. Demonstrate knowledge of the following business aspects including:
  - a. Types of business, ownership, and leadership
  - b. Sustainable vs. unsustainable business concepts
  - c. Ethical considerations of all aspects of business
2. 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.

3. 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.
4. Demonstrate an ability to use business concepts and terminology appropriately and accurately within a written and oral context, specifically using a case study approach.
5. Demonstrate an ability to work collaboratively in teams.
6. Demonstrate an awareness of current and emerging topics in business and management (e.g., reconciliation, social responsibility, and sustainability)

## **COURSE FORMAT**

### **Weekly breakdown of instructional hours**

Approximately two hours of assigned readings and/or videos and one hour of activity per week; activities may include guided reflections, journals, and question-and-answer sessions. This course is designed to require an additional six hours/week for additional reading, assignments, study, and review; this will vary by student experience, ability, and desired level of mastery.

### **Delivery format**

This is an online, asynchronous course offered through Moodle. There is no lecture component in this course, and students are expected to keep up with the materials and activities on a weekly basis. There will be limited live requirement via zoom for presentations and where possible, live recorded sessions of instructions.

## **EVALUATION**

Assignment (Case Study Analysis)	30%
Individual Presentation	20%
Quizzes	15%
Participation	10%
Final Exam	25%
Total	100%

### **Assignments**

Students will submit 1 individual assignments, 30% of their final grade. Assignment descriptions will be posted in Moodle.

### **Quizzes**

Students will complete weekly quizzes in Moodle, which will add up to 15% of the final grade and will serve as preparation for the final exam.

## **Participation**

Participation in this course will be a critical component of a student's learning. Students will complete weekly activities in Moodle, which may include working in groups. Regular participation is essential and is worth 15% of the final course grade.

## **Final exam**

There will be an open-book, open-note final exam that will be based on the weekly activities and quizzes. Completing these activities throughout the term, seeking feedback, and incorporating this feedback into revisions that develop your understanding of the material will fully prepare for this exam, which will be worth 25% of the final grade.

## **COURSE WITHDRAWAL INFORMATION**

Refer to the YukonU website for important dates.

## **TEXTBOOKS & LEARNING MATERIALS**

Required textbook: *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).

Recommended textbook: *As We Have Always Done: Indigenous Freedom Through Radical Resistance*. Simpson, L. B. 2017 University of Minnesota Press (ISBN-13: 978-1517903862).

This course also requires a computing device capable of word processing, website access, video display, and an internet connection.

## **ACADEMIC INTEGRITY**

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

## **ACCESSIBILITY AND ACADEMIC ACCOMMODATION**

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact Accessibility Services for resources or to arrange academic accommodations:

[access@yukonu.ca](mailto:access@yukonu.ca).

[www.yukonu.ca](http://www.yukonu.ca)

## TOPIC OUTLINE<sup>1</sup>

Session	Topic	Readings
Week 1	Introduction	to be assigned
Week 2	"Pre-contact" to Colonial Economies	Chapters 1 + 2
Week 3	Case Method	to be assigned
Week 4	Law and Governance	Chapters 6 + 13
Week 5	Banking, Finance, and Taxation	Chapter 7 + 8
Week 6	Presentations	
Week 7	Ownership Structures	Chapter 5
Week 8	Accounting and Finance	to be assigned
Week 9	Leadership, Management, and Teams	Chapter 3
Week 10	Marketing and Demographics	Chapter 9 + 13
Week 11	Human Resources	to be assigned
Week 12	Strategy	to be assigned
Week 13	Entrepreneurial Management	to be assigned

---

<sup>1</sup> Subject to change  
[www.yukonu.ca](http://www.yukonu.ca)