

	School of Business and Leadership
	LEAD 110
	Introduction to Business
	Term: Fall 2025
	Number of Credits: 3
Course Outline	

INSTRUCTOR: Alexander Garcia Muradov, PhD

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Class Time and Location: Monday & Wednesday, 2:30 – 3:50pm, A2601

Dates: September 3 – December 8, 2025

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

Delivery format and Weekly breakdown of instructional hours

This is an in-person course; students will need access to a device capable of word processing and an internet connection to access the course website.

Approximately two hours of lecture and discussion based on assigned readings and/or videos and one hour of activity and discussion of current events 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, reflection, and review; this will vary by student experience, ability, and desired level of mastery.

EVALUATION

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

Group assignments

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.

Group Case: Working in assigned groups, students will submit a 4–6-page response to a case worth 20% of the final grade. Individual assignments

Individual assignments

Individual Case: Students will submit a 4–6-page response to a case study, to be completed individually, worth 20% of the final grade.

Reflection Paper: Students will submit a 3–4-page reflection paper on an assigned topic. This will be done individually and will be worth 15% of the final grade.

Participation

Participation in this course will be a critical component of a student's learning. Students will complete weekly activities, which will be preparation for the final exam. Regular participation is essential and is worth 10% 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. 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 20% of the final grade.

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

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).

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

On Property. Walcott, R. Biblioasis (ISBN-13: 978-1-77196-407-4). 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.

TOPIC OUTLINE¹

Session	Topic	Readings (IBIC ² / AWHAD ³)
Week 1	Introduction	None / Ch 9 + On Property ⁴

¹ Subject to change

² Textbook 1- Indigenous Business in Canada: Principles and Practice

³ Textbook 2 - As We Have Always Done

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Week 2	"Pre-contact" to Colonial Economies	Chapters 1 + 2 / Ch 5
Week 3	Case Method	to be assigned
Week 4	Law and Governance	Chapters 6 + 13 / Ch 3
Week 5	Banking, Finance, and Taxation	Chapter 7 + 8 / Ch 11
Week 6	Presentations	
Week 7	Ownership Structures	Chapter 5 / Ch 7
Week 8	Accounting and Finance	to be assigned
Week 9	Leadership, Management, and Teams	Chapter 3 / none
Week 10	Human Relations/Resources	to be assigned
Week 11	Marketing and Demographics	Chapter 9 + 13 / none
Week 12	Strategy	None / Ch 4 + 10
Week 13	Entrepreneurial Management	None / Ch 12