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|  | <b>School of Business and Leadership</b>                     |
|                                                                                   | <b>LEAD 110-CRN 10216</b><br><b>Introduction to Business</b> |
|                                                                                   | <b>Term: Fall 2026-01</b><br>Number of Credits: 3            |
| <b>Course Outline</b>                                                             |                                                              |

**Instructors:** Alexander Garcia Muradov, PhD

**Emails:** [agarcia@yukonu.ca](mailto:agarcia@yukonu.ca)

Ninad Dhawle, PhD

[ninad.dhawle@yukonu.ca](mailto:ninad.dhawle@yukonu.ca)

**Classroom:** A2402

**Class Time:** Monday & Wednesday, 1:00 – 2:20pm

**Dates:** September 2 – December 7, 2026

## 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 nonprofits. 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 nonprofits.
- 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 student 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 GDoucette, M BTulk,. 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, . . 2017 L B 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](mailto:access@yukonu.ca) .

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

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