



COURSE OUTLINE

LEAD 110

Introduction to Business

3.0 CREDITS

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APPROVED BY; Stephen Mooney, A/Dean

DATE: August 27, 2019



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APPLIED SCIENCE AND MANAGEMENT DIVISION
Introduction to Business (LEAD 110)
3.0 Credit Course
Fall, 2019

Introduction to Business

INSTRUCTOR: Dr. Garcia Muradov

OFFICE HOURS:

OFFICE LOCATION: A2418

CLASSROOM: A2206

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TIME:

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DATES: Sept 4 - Dec 4, 2019

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

EQUIVALENCY OR TRANSFERABILITY

As per BCCAT

LEARNING OUTCOMES

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

- Demonstrate knowledge of the following business aspects including:
 - Types of business, ownership and leadership
 - Sustainable vs. unsustainable business concepts
 - 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 appropriately and accurately use business concepts and terminology 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:

Throughout this course 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

Participation in this course will be a critical component of a student's learning. Regular attendance is essential. Participation is worth 10% of the final course grade.

Assignments

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

Group TED Talk: Students will be assigned to a group that will select a (short) TED talk on a related management topic. Students will write a one-two page summary of why this particular talk was chosen and how it is related to the course material. The TED talk will be introduced and shown in class.

Group Case Study: Working in groups, students will submit a 4-6 page response to a case study. The instructor will determine group size and composition.

Individual Case Study: Students will submit a 4-6 page response to a case study. This will be done individually.

Reflection Paper: Students will submit a 3-4 page reflection paper. This will be done individually.

Final Exam

There will be a three-hour final exam worth 20% of the final course grade.

EVALUATION

Participation	10%
Group Presentation	15%
Individual Case study	20%
Group Case Study	20%
Reflection Paper	15%
Final Exam	20%
Total	100%

REQUIRED TEXTBOOKS AND 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).

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 College.

YUKON FIRST NATIONS CORE COMPETENCY

Yukon College 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 College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see www.yukoncollege.yk.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 College Academic Regulations (available on the Yukon College website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC) at (867) 456-8629 or lac@yukoncollege.yk.ca.

TOPIC OUTLINE (Subject to Change)

Session/Date	Topic	Readings
Week 1 (Sept 4)	Introduction	
Week 2 (Sept 11)	"Pre-contact" to Colonial Economies	Chapters 1 + 2
Week 3 (Sept 18)	Law and Governance	Chapters 6 + 13
Week 4 (Sept 25)	Banking, Finance, and Taxation	Chapter 7 + 8
Week 5 (Oct 2)	Ownership Structures	Chapter 5
Week 6 (Oct 9)	Case Method	
Week 7 (Oct 23)	Leadership, Management, and Teams	Chapter 3
Week 8 (Oct 30)	Human Resources	
Week 9 (Nov 6)	Marketing and Demographics	Chapter 9 + 13
Week 10 (Nov 13)	Presentations	
Week 11 (Nov 20)	Strategy	
Week 12 (Nov 27)	Accounting and Finance	
Week 13 (Dec 4)	Entrepreneurial Management	