



FACULTY OF LIBERAL ARTS AND PROFESSIONAL STUDIES
SCHOOL OF ADMINISTRATIVE STUDIES

AP/ADMS1000

INTRODUCTION TO BUSINESS

SUMMER 2020 – SECTION B

COURSE OUTLINE¹

This section of the course is offered in a **REMOTE** format. Lecture portions will be provided **synchronously** with additional **asynchronous** materials and resources available through the course website. Internet access would be required for full access to course resources. All course readings are available for purchase in digital format (check the Required Course Readings & Texts section). Submissions will be through Turnitin. Online exams will be timed (see note regarding proctoring). In-person or on-campus activities and learning are not expected. Keep safe and have a great term!

Keep up with student updates re COVID-19: <https://coronavirus.info.yorku.ca/category/students/>

Course Director (Section B):

Email:

Timing of Synchronous Course Content:

Virtual Office Hours:

Course Web Site:

Paulette Burgher (instructor)

pbadms@yorku.ca

Tuesdays, 4:00pm-7:00pm EDT (Toronto Time)

Check course website

moodle.yorku.ca

COURSE REQUIREMENTS FOR REMOTE LEARNING:

Several platforms will be used in this course (e.g., Moodle, Canvas, Zoom, etc.) through which students will interact with the course materials, the course director / TA, as well as with one another. Please review the syllabus to determine how the class meets (in whole or in part), and how office hours and presentations will be conducted. Students shall note the following:

- Zoom is hosted on servers in the U.S. This includes recordings done through Zoom.
- If you have privacy concerns about your data, provide only your first name or a nickname when you join a session.
- The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it. Technology requirements and FAQs for Moodle can be found here - <http://www.yorku.ca/moodle/students/fag/index.html>

This course requires the use of online proctoring for examinations. The instructor may use an online proctoring service to deliver the exam(s), which would be administered through the Learning Management System (e.g. Moodle, Canvas, etc.). Students are required to have access to minimum technology requirements to complete examinations. If an online proctoring service is used, students will need to become familiar with it at least five days before exam(s). For technology requirements, Frequently Asked Questions (FAQs) and details about the online proctoring service visit – [link to be added]. Students are required to share any IT accommodation needs with the instructor as soon as they are able.

¹ This outline is subject to change as deemed necessary by the Course Director.

TECHNICAL REQUIREMENTS & SUPPORT:

While we will not be meeting in-person, we will be engaging online and regular submissions will take place online. Please ensure that you have access to a stable, higher-speed Internet connection and an appropriate computer/device that can support your learning. Please note that apps (such as the Moodle and Zoom apps) may have different/limited functionality on smartphones/smart devices. A webcam/camera and microphone may be needed for certain communication.

Check out these links for e-learning information and quick help:

- Student Guide to eLearning at York University: <http://elearning-guide.apps01.yorku.ca/>
- Student Guide to Moodle: <https://lthelp.yorku.ca/student-guide-to-moodle>
- Zoom@YorkU Best Practices: <https://staff.computing.yorku.ca/wp-content/uploads/sites/3/2020/03/Zoom@YorkU-Best-Practicesv2.pdf>

Additional computing support:

- Computing for Students Website: <https://student.computing.yorku.ca/>
- UIT laptop borrowing program: <https://laptops.uit.yorku.ca/> (if still available)
- Check your internet connection speed: www.speedtest.net

IMPORTANT NOTES

- ▶ **Take care of yourself:** <https://coronavirus.info.yorku.ca/2020/05/this-week-york-may-5-special-edition-mental-health/>
- ▶ **Communication with the Course Director:** Please include your full name, student number, and the course/section enrolled in. Needless to say, proper conduct of behaviour is expected.
- ▶ **Zoom meeting etiquette:** <https://lthelp.yorku.ca/94581-zoom/zoom-meeting-etiquette>
- ▶ **About course registration:** Please direct all registration questions to the main office of the School of Administrative Studies (apsas@yorku.ca). Course Directors (instructors) **cannot enroll or approve** your enrollment to the course. If the section is full, the best strategy to enroll in the class is to visit the online course registration system regularly until a space becomes available. Students are expected to keep up with the course submission deadlines regardless of timing of enrolment.

COURSE DESCRIPTION & PREREQUISITES

The broad aim of this course is to provide insight into the fundamental challenges that all organizations must address in order to succeed. Our study is divided into two parts: the internal environment of business and the external environment. “Inside the organization”, we will examine: (1) the management of employees, (2) organizational governance & structure and (3) strategy & strategic decision making. “Outside the organization”, we will examine the central forces that impact business, including technological, global, political, and societal & sustainability factors. Prerequisites: None.

COURSE OBJECTIVES

1. To examine the most significant internal challenges that all organizations must address in order to succeed.
2. To explore the external environment of business and its implications.
3. To understand the challenges & opportunities facing business – both in Canada and globally.
4. To encourage critical thinking regarding issues that impact organizations.

These objectives will be accomplished through lectures, discussions, and exercises.

REQUIRED COURSE READINGS AND TEXTS

- 1 **Captus ADMS1000 SUMMER e-Book / e-Course Kit**
Available at: <http://www.captus.com/information/onlinepub-adopt.htm>
- 2 **and EITHER ONE of the following:**
 - Pearson Textbook:** Karakowsky, L., & Guriel, N (2018). *The Seven Factor Challenge: Exploring the Environment of business*, custom edition for York University. Pearson Education. EARLIER EDITIONS ARE **NOT** RELEVANT. Available for purchase at the [York U Bookstore](#).
 - OR**
 - Pearson e-Book:** Karakowsky, L., & Guriel, N (2020). *Understanding the External Environment of business*, custom e-Book. Pearson Education. **Additional details will be provided on Moodle when available.**

COURSE EVALUATION

Reflections	15%	Six (6) reflections throughout the term (out of 7). Due Tuesdays 12noon (no late submissions , additional details below; check due dates)	Submit on-line through turnitin.
Case Assignment	15%	Due: Tuesday, June 9th, 12noon . Additional details TBA.	Submit on-line through turnitin.
Midterm exam	35%	Sunday, June 21, 2020, 7:00pm EDT	Timed on-line exam (duration 2hrs)
Final exam	35%	During the formal SU examination period: August 14-21, 2020 .	Timed on-line exam (duration 2hrs)

REFLECTIONS (15% of the course grade)

You are expected to complete **six (6) reflections during the course**. There are seven (7) reflections scheduled and you must submit six (6) of them to achieve the full value of this component.

- **Each reflection is due no later than 12:00am on Tuesdays** (see dates in the weekly table pp. 8-11)
- Each reflection is worth 2.5% of the course grade to a total of 15% of the final course grade for all six reflections. If you submit all 7 reflections, the lowest score will be dropped.
- **It is a good practice to submit reflections in advance of the deadline to avoid any unexpected last-minute issues. No late submissions** of reflections will be accepted for any reason. Reflections that are not submitted by the due date/time will receive a grade of zero. No makeup opportunities will be provided.
- **Reflection questions and requirements:** The questions for reflections #1 and #2 are provided in this outline (pp. 8-9). A one-page double-spaced response is expected for each reflection. Check out additional detail and clarifications on your section's website. Reflections #3-#7 will be posted on the course website.
- You must submit an electronic copy on turnitin (via moodle) by the assigned deadline.

CASE ASSIGNMENT (15% of the course grade)

Due Date: **Tuesday, June 9th 2020, by 12noon (EDT) (Toronto time)**
(significant penalties for late submissions)

ADDITIONAL INFORMATION TBA

MIDTERM EXAM (35% of the course grade)

Date: **Sunday, June 21st 2020, 7:00pm-9:00pm (EDT) (Toronto time)**
(outside the normal class time)

Duration: **2 hours.**

Location: **online timed exam** (details TBA, see proctoring and turnitin notes on page 6)

Format and Coverage: The exam is based on content covered in **sessions 1-5 (lectures, readings, and reflections** up to and including session 5), as well as the review of the mini case assignment. This is an **open-book, timed online-exam** (course textbook, cases and your notes are allowed). Additional exam information TBA.

Missed Midterm Exams

Students who miss the midterm exam for any reason will be provided one (1) opportunity to write a makeup midterm exam. You will be required to submit written justification for why the exam was missed within seven (7) days (please do not include picture attachments). Approval to write a makeup is at the discretion of the course director or relevant office. If you are approved to write you will be sent details regarding time and/or location of your makeup. If you do not receive an acknowledgement of your request within a few days of submitting your request, you should follow up with the course director. In all cases it is the student's responsibility to proactively address a missed or alternate exam situation. Students who do not write either the regular or makeup midterm exam as scheduled will receive a grade of zero (0) on this component.

Midterm Exam Schedule Conflicts

Students who are unable to write the regularly scheduled midterm exam due to a schedule conflict (e.g. religious accommodations; YU sports team participation, another YU exam), may request to write the make-up midterm examination. Such request must be done in advance. You must notify the course director of the conflict in writing, at least two (2) weeks (14 days) before the scheduled midterm examination date. Please provide full details regarding the conflicting event (date, time, location, provide link if available) and relevant contact where applicable (e.g. faith leader, coach, course director) (please do not include picture attachments). Approval to write a makeup is at the discretion of the course director or relevant office. In all cases it is the student's responsibility to proactively address a missed or alternate exam situation. Students who do not write either the regular or makeup midterm exam as scheduled will receive a grade of zero (0) on this component.

Accessibility Accommodations for the Midterm Exam

If you are registered with Accessibility Services and are seeking alternate exam accommodation (including extra time on a timed online examination), please inform your Course Director ASAP, but no later than three (3) weeks (21 days) before the scheduled midterm examination date. Please attach your LOA (Letter of Accommodation) to the request. If the accommodation is provided through the Alternate Exam office, please follow the timeline and procedures of that office in a timely fashion (<https://altexams.students.yorku.ca/request-an-alternate-exam>). Any requests to reschedule an alternate exam must be submitted promptly to the main office (apsas@yorku.ca), cc'ing the Course Director (please do not include picture attachments). In all cases it is the student's responsibility to proactively address a missed or alternate exam situation.

FINAL EXAM (35% of the course grade)

- Date:** during the formal examination period (**August 14-21, 2020**), as scheduled by the Registrar's Office
- Duration:** **2 hours.**
- Location:** **online timed exam** (details TBA, see proctoring and turnitin notes on page 6)

Format and Coverage: This is a **non-cumulative exam**, based on content covered **from session 7 onwards** (after the midterm exam). This is an **open-book, timed online-exam** (course textbook, cases and your notes are allowed). Additional exam information TBA. Note that if you do not write the final exam, you will receive a grade of zero on the exam unless you are approved for a deferred final exam.

Deferred Final Exams

Deferred standing may be granted to students who are unable to write their final examination at the scheduled time or to submit their outstanding course work on the last day of classes. Details can be found at <http://myacademicrecord.students.yorku.ca/deferred-standing>. Deferred standing requests for ADMS courses should be addressed to the main office: procedure and registration here: <http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf>. Note: As communicated to the University community on March 13, 2020, Senate Executive has waived until further notice the requirement for students to submit an Attending Physician's Statement in support of a request for deferred standing or petitions

Final Exam Schedule Conflicts

Please refer to the Registrar's Office website.

Accessibility Accommodations for the Final Exam

If you are registered with Accessibility Services and are seeking alternate exam accommodation (including extra time on a timed online examination), please inform your Course Director ASAP, but no later than three (3) weeks (21 days) before the scheduled final examination date. Please attach your LOA (Letter of Accommodation) to the request. If the accommodation is provided through the Alternate Exam office, please follow the timeline and procedures of that office in a timely fashion (<https://altexams.students.yorku.ca/request-an-alternate-exam>). Any requests to reschedule an alternate exam must be submitted promptly to the main office (apsas@yorku.ca), cc'ing the Course Director (please do not include picture attachments). In all cases it is the student's responsibility to proactively address a missed or alternate exam situation.

IMPORTANT SCHOOL AND UNIVERSITY POLICIES & INFORMATION

ACADEMIC HONESTY & INTEGRITY

Academic Honesty: Students are reminded to hold themselves to the highest standards of academic integrity. The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. As per the Policy, “The Senate Policy on Academic Honesty is an affirmation and clarification for members of the University of the general obligation to maintain the highest standards of academic honesty”. Common examples of breaches of academic honesty and integrity include cheating, plagiarism, falsification, and aiding and abetting others in such activities.

Suspected breaches of academic honesty will be investigated and pursued; significant penalties will be applied when a breach has been found to have occurred.

Please familiarize yourself with York’s Senate Policy Academic Honesty:

<http://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/>

Students might also wish to review the interactive on-line Tutorial for students on academic integrity, at:

<https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/>

Turnitin: To promote academic integrity in this course, students will be normally required to submit their written assignments to Turnitin (via the course Moodle) for a review of textual similarity and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University’s use of the Turnitin service are described on the Turnitin.com website.

Proctoring: This course requires the use of online proctoring for examinations. The instructor may use an online proctoring service to deliver the exam(s), which would be administered through the Learning Management System (e.g. Moodle, Canvas, etc.). Students are required to have access to minimum technology requirements to complete examinations. If an online proctoring service is used, students will need to become familiar with it at least five days before exam(s). For technology requirements, Frequently Asked Questions (FAQs) and details about the online proctoring service visit [link to be provided when available]. Students are required to share any IT accommodation needs with the instructor as soon as they are able.

SUPPORT

Getting support when you need it: Following is a selection of resources (academic and non-academic):

- My Inline Services: <https://myonlineservices.students.yorku.ca/>
- Manage your Academic Record: <http://myacademicrecord.students.yorku.ca/>
- Learning Skills Services: <http://lss.info.yorku.ca/>
- Learning Commons: <http://learningcommons.yorku.ca/>
- Writing Centre: <http://writing-centre.writ.laps.yorku.ca/>
- ESL Open Learning Centre: <http://eslclc.laps.yorku.ca/>
- Student Accessibility Services: <http://accessibility.students.yorku.ca/>
- Student Counselling & Development: <https://counselling.students.yorku.ca>
- Mental Health and Wellness at York: <http://mhw.info.yorku.ca/>
- Sexual Violence Response & Support: <http://thecentre.yorku.ca/>
- Community Safety: <https://safety.yorku.ca/>
- Office of Student Community Relations: <http://oscr.students.yorku.ca/>
- York International: <https://yorkinternational.yorku.ca/> (see special COVID-19 tab)
- Additional LA&PS student resources: <http://laps.yorku.ca/student-resources/>

For **important sessional dates**, please refer to: <http://registrar.yorku.ca/enrol/dates/>

Academic Accommodation for Students with Disabilities: Accommodation and support for students with learning, mental health, physical, sensory, or medical disabilities is guided by the principles laid out in [York's Policy on Academic Accommodation for Students with Disabilities](#):

Students who seek such accommodation for their academic studies must be registered with **Student Accessibility Services**. This office arranges for academic accommodations and provides support to students with documented disabilities on the Keele Campus. Registered students will receive a Letter of Accommodation, outlining the nature and recommendation of their accommodation. To register with Student Accessibility Services, students should upload their disability-related documentation to the online registration form at: <https://accessibility.students.yorku.ca>.

Once registered with Student Accessibility Services, students are responsible to arrange for their accommodation in advance and in a timely fashion, based on the accommodations suggested in their letter of accommodation. Accommodations provided shall be consistent with the guidelines established in York's policy, preserving the academic integrity of the curriculum and the academic standards of courses and programs.

- **Exams, when relevant:** Refer to the midterm and final examination section on this outline for specific summer 2020 information.
- **Other components and aspects, when relevant:** Please inform the Course Director of your accommodation letter as soon as possible. Please note that sufficient notice is needed so that reasonable steps for accommodation can be provided.

Accommodations provided shall be consistent with and supportive of the integrity of the curriculum and of the academic standards of programs or courses.

Religious Accommodation: York University is committed to respecting the religious beliefs and practices of all members of the community and making accommodations for observances of special significance to adherents. **Students seeking religious accommodation should pursue their request in timely fashion.** For deadlines and additional information on religious accommodation, please visit: <https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs>.







Grading Scheme and Feedback Policy: For more information on the Grading Scheme and Feedback Policy, please visit: <http://secretariat-policies.info.yorku.ca/policies/grading-scheme-and-feedback-policy/>







Reappraisals: After course grades have been released, students may, with sufficient academic grounds, request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Reappraisals of final course grades (including final exams viewing) should be done through the main office of the School of Administrative Studies, 282 Atkinson). Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. Students need to be aware that a request for a grade reappraisal may result in the original grade being raised, lowered or confirmed.

Services for Mature and Part-time Students: The Atkinson Centre for Mature and Part-time Students (ACMAPS) maintains and strengthens York University's ongoing commitment to welcome and to serve the needs of mature and part-time students. For further information and assistance visit: <http://acmaps.info.yorku.ca/>







WEEKLY COURSE OUTLINE & DUE DATES







PART I: UNDERSTANDING BUSINESS: INTERNAL CHALLENGES

LECTURE	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Lecture May 12 	SESSION 1: Looking Inside & Outside Organizations: 3S Approach & 7 Factor Challenge Learning Goals: The first half of this courses considers the central challenges existing INSIDE the organization. The topics we will explore are: 1) Style of Management, 2) Structure & Governance, 3) Strategy & Strategic Decision Making (the “3 S’s”). The second half of this course examines 7 central environmental factors: economic, technological, globalization, political, labour, societal, sustainability.	Readings: <ul style="list-style-type: none"> • Captus e-Course Kit: Introduction; Course Advice; Case Advice. • Discussion Case: <i>Hudson’s Bay</i> (Captus e-Course Kit) 	 Synchronous Lecture Prepare for lecture. No submissions due.
Lecture May 19 	SESSION 2: Style of Management Learning Goals: The aim of this session is to achieve an understanding of the roles of managers in the workplace. We will examine the fundamental philosophies underlying different management styles. You will become familiar with the classical approaches and the behavioural approaches to management.	Readings: <ul style="list-style-type: none"> • Captus e-Book Chapter 1 • Discussion Case: <i>Dr. Oetker Pizza</i> (Captus e-Course Kit) 	 Synchronous Lecture Prepare for lecture. No submissions due.
Lecture May 26 	SESSION 3: Structure & Governance Learning Goals: The aim of this session is to examine some of the approaches that organizations have adopted with regard to structure and design, including restructuring, reengineering, downsizing, and going virtual. We will consider more generally the question, “What determines how an organization is designed?”. In addition, we consider the fundamentally different forms of business as well as the notion of governance.	Readings: <ul style="list-style-type: none"> • Captus e-Book Chapter 2 • Discussion Case: <i>Google</i> (Captus e-Course Kit) 	 Synchronous Lecture <div style="background-color: yellow; padding: 5px;"> SUBMIT Reflection #1 May 26th by 12:00noon (Tuesday) </div> Reflection #1 questions: <ol style="list-style-type: none"> 1. In your own words, define <i>organizational structure</i> and explain how it can affect an organization’s success (Captus Chapter 2) 2. Summarize the assigned discussion case (<i>Google</i>) in one paragraph.

LECTURE	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Lecture June 2 	SESSION 4: Strategy I Learning Goals: The ability to respond effectively to the business environment is the fundamental challenge of strategic management. The aim of this session is to identify the forces that shape industry structure and consider how they influence business and corporate level strategies.	Readings: <ul style="list-style-type: none">• Captus e-Book Chapter 3• Discussion Case: A&W (Captus e-Course Kit)	 Synchronous Lecture SUBMIT Reflection #2 June 2nd by 12:00noon (Tuesday) Reflection #2 questions: <ol style="list-style-type: none">1. In your own words, define the three common types of <i>business-level strategy</i> and identify one real company associated with each strategy (Captus Chapter 3)2. Summarize the assigned discussion case (A&W) in one paragraph.
Lecture June 9 	SESSION 5: Strategy II Learning Goals: The success or failure of any organization ultimately is tied to the quality of the organization’s strategic decisions. This chapter is intended to offer a framework for understanding the process of strategic decision making and to draw attention to the biases that influence the wisdom of strategic decision-makers.	Readings: <ul style="list-style-type: none">• Captus e-Book Chapter 4• Discussion Case: Blackberry (Captus e-Course Kit)	 Synchronous Lecture SUBMIT MINI CASE ASSIGNMENT June 9th by 12:00noon (Tuesday)
Lecture June 16 	SESSION 6: Mini Case Assignment Review	<i>No assigned readings</i>	 Synchronous Lecture No submissions due.
Midterm June 21	Sunday, June 21 st 2020, 7:00pm-9:00pm (EDT) (Toronto time) (online timed exam)		
SU Reading Week			

PART II: UNDERSTANDING THE EXTERNAL ENVIRONMENT OF BUSINESS

LECTURE	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Lecture June 30 	SESSION 7: The Seven Factor Model & The Economic Factor Learning Goals: We will identify the 7-factor framework that is used in the second half of our course for examining the environment of business: 1) Economic, 2) Technological, 3) Global, 4) Political, 5) Labor, 6) Societal, 7) Sustainability. We will also examine the first of the 7 factors: The Economic Factor and its implications for business.	Readings: <ul style="list-style-type: none"> The Economic Force (Chapter 1 in the Pearson e-Book) (or Chapter 2 in the hardcopy Pearson Text) No case assigned 	 Synchronous Lecture <div style="background-color: yellow; padding: 5px;"> SUBMIT Reflection #3 June 30th by 12:00noon (Tuesday) </div> Reflection #3 questions to be posted on Moodle.
Lecture July 7 	SESSION 8: Technology Factor Learning Goals: We will examine how technology impacts industry life cycles. We will also consider how competitors behave throughout the evolution of an industry. This leads to a better understanding of the turbulence we have witnessed in a number of industries in recent years and how technology has destroyed some businesses while creating new ones.	Readings: <ul style="list-style-type: none"> Competitive and Technological Forces (Chapter 2 in the Pearson e-Book) (or Chapter 3 in the hardcopy Pearson Text) Discussion Case: <i>Uber</i> (Captus e-Course Kit) 	 Synchronous Lecture <div style="background-color: yellow; padding: 5px;"> SUBMIT Reflection #4 July 7th by 12:00noon (Tuesday) </div> Reflection #4 questions to be posted on Moodle.
Lecture July 14 	SESSION 9: Global Factor Learning Goals: We will examine different types of global business activity, including the growth of multinational corporations and identify the fundamental driving forces behind globalization. We will explore the rationale behind international trade and protectionism. The implications of foreign ownership and trade will also be addressed.	Readings: <ul style="list-style-type: none"> Global Force (Chapter 3 in the Pearson e-Book) (or Chapter 4 in the hardcopy Pearson Text) Discussion Case: <i>Toyota in Ontario</i> (Captus e-Course Kit) 	 Synchronous Lecture <div style="background-color: yellow; padding: 5px;"> SUBMIT Reflection #5 July 14th by 12:00noon (Tuesday) </div> Reflection #5 questions to be posted on Moodle.

LECTURE	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Lecture July 21 	SESSION 10: Political Factor Learning Goals: We will explore government's relationship with business stemming from its roles as both guardian of society and guardian of business. We will examine the trend toward reduced government involvement in the business sector. We will discuss the impact of government actions on business with special attention given to issues such as government subsidies, privatization and deregulation.	Readings: <ul style="list-style-type: none"> Political Force (Chapter 4 in the Pearson e-Book) (or Chapter 5 in the hardcopy Pearson Text) Discussion Case: <i>Canadian Dairy Industry</i> (Captus e-Course Kit) 	 Synchronous Lecture SUBMIT Reflection #6 July 21st by 12:00noon (Tuesday) Reflection #6 questions to be posted on Moodle.
Lecture July 28 	SESSION 11: Societal & Sustainability Factor Learning Goals: We define and discuss the notion of corporate social responsibility and analyze the debate regarding what role business should play in society. This session also examines the importance of sustainability and the benefits and challenges it presents to business.	Readings: <ul style="list-style-type: none"> Societal Force (Chapter 5 in the Pearson e-Book) (or Chapter 7 in the hardcopy Pearson Text) Discussion Case: <i>Canada Goose</i> (Captus e-Course Kit) 	 Synchronous Lecture SUBMIT Reflection #7 July 28th by 12:00noon (Tuesday) Reflection #7 questions to be posted on Moodle.
Review Aug 4 	SESSION 12: Wrap up & Final Exam Review	<i>No assigned readings.</i> <i>Practice cases will be used</i> <i>(Captus e-Course Kit)</i>	 Synchronous Lecture
Final	During the formal SU examination period, August 14-21, 2020 (online timed exam)		

Have a Great Term !!!