FACULTY OF LIBERAL ARTS AND PROFESSIONAL STUDIES
SCHOOL OF ADMINISTRATIVE STUDIES

AP/ADMS1000

INTRODUCTION TO BUSINESS

FALL 2020 – SECTION H

COURSE OUTLINE[1]

SECTION INFORMATION

Course Director (instructor):	**Professor Peter Tsasis, PhD**
Email:	**tsasis@yorku.ca**
Timing of Synchronous Course Content:	**Thursdays, 11:30am-2:30pm** (check course website for specifics)
Virtual Office Hours:	Check course website
Course Web Site:	eclass.yorku.ca (Moodle)

This section of the course is offered in a **REMOTE** format, where all content is accessible through the course website. Lecture portions will be provided **asynchronously** with additional **synchronous** content ("live" through zoom) delivered weekly or as indicated on the course website. Students are encouraged to progress in the course weekly, and to attend on the zoom sessions/lectures. Check out this outline and updates posted to the section website for information about:


Synchronous Content ("Live") (on Zoom) (check eClass for schedule)


Asynchronous Content


Submission deadlines

Internet access will be required for full access to course resources. The course text is available for purchase in digital format only. Coursework and exam submissions will be through eClass (including turinitin). Online exams will be timed (see schedule further down on this outline), students are expected to be available to write the exams as scheduled. There will be no in-person or on-campus activities for this course this term. **Have a great term!**

Keep up with York U updates: https://yubettertogether.info.yorku.ca/category/students/

IMPORTANT NOTES

- **Take care of yourself**: https://www.yorku.ca/health/mental-health-resources-during-covid-19/
- **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.
- **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.

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

COURSE REQUIREMENTS FOR REMOTE LEARNING:

Several platforms will be used in this course (e.g., eClass (moodle), Zoom, etc.) through which students will interact with the course materials, the course director, as well as with one another. Please review this outline 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 (inform the course director in advance).
- 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: https://lthelp.yorku.ca/95440-student-faq

Timed exams will be used in this course, which will be administered through the Learning Management System (e.g. eClass/Moodle). Students are required to have access to minimum technology requirements to complete examinations. Students will be provided with information about the exam setup and will be expected to be familiar with that setup prior to the exam. Students are expected to ensure that they have a stable and reliable internet connection for the duration of the exam. No extensions will be provided for technical issues.

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 smartphones/smart devices apps (such as the eClass/Moodle and Zoom apps) may have different/limited functionality compared to their use on a laptop or desktop. A webcam/camera and microphone may be needed for certain communication.

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

- **LA&PS Resources**: https://going-digital.laps.yorku.ca/student-resources/
- **York U's Student Guide to eLearning**: http://elearning-guide.apps01.yorku.ca/
- **Student Guide to Moodle**: https://lthelp.yorku.ca/student-guide-to-moodle
- **Zoom meeting etiquette**: https://lthelp.yorku.ca/94581-zoom/zoom-meeting-etiquette

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

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 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.

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REQUIRED COURSE TEXT

eBOOK

ADMS1000 Fall 2020 E-Book
BUSINESS IN CANADA & ACROSS THE WORLD: A STUDENT'S GUIDE
Captus Press 2020
Available at: https://info.captus.com/registration/Epub/school.aspx?INST=york

Previous editions or the texts/readings are **not** applicable

COURSE EVALUATION

Online Activities	10%	Ten (10) out of eleven (11) online activities (1% each), submitted weekly throughout the term. Due Tuesdays 11:59pm (Toronto time)	Submit on-line on eClass (**no late submissions**)
Mini-Case	15%	Available: Monday, October 5th. Due: Friday, October 9th, 11:59pm (Toronto time) Additional details TBA.	Submit on-line on eClass (through turnitin). (**no late submissions**)
Midterm exam	35%	SUNDAY, October 25th 7:00pm-9:00pm (Toronto time)	Timed on-line exam (duration 2 hrs)
Final exam	40%	TBA. During the formal Fall examination period	Timed on-line exam (duration 2.5 hrs)

ONLINE ACTIVITIES (10% of the course grade)

You are expected to complete **10 of 11 online activities during the course**. There are 11 weekly Online Activities scheduled and you must submit 10 of them to achieve the full value of this component.

- **Each Online Activity is due no later than Tuesday 11:59pm of that session's week** (see dates in the weekly table).
- Each Online Activity is worth 1% of the course grade to a total of 10% of the final course grade. It is a good practice to submit online activities earlier in the week, **in advance** of the deadline to avoid any unexpected last-minute issues.
- **No late submissions** of online activities will be accepted for any reason. Online Activities that are not submitted by the due date/time will receive a grade of zero. No makeup opportunities will be provided.
- **Online Activities questions and requirements**: Online Activities will be a combination of multiple-choice questions and short questions (type of questions would vary by week). The questions will be available well in advance of their due date. All submissions will be done online through the course website by **the deadline**. No extensions will be provided. Check out additional detail and clarification on your section's website.
- Students are expected to adhere to standards of academic honesty, as usual. While submissions would not be done through turnitin, materials may be uploaded to Turnitin at a later time to evaluate for original material.

MINI CASE (15% of the course grade)

***Due Date*:** **Friday, October 9th, 11:59pm (EDT) (Toronto time)**
This Mini Case (case and questions/instructions) will be posted on the course website on October 5th. Specific details will be provided by instructor.

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MIDTERM EXAM (35% of the course grade)

***Date*:** **SUNDAY, Oct. 25th, 7:00pm-9:00pm (EDT) (Toronto time)** (outside the normal class time)
***Duration*: 2 hours.**
***Location*:** **online timed exam** (details TBA, see turnitin notes below)

***Format and Coverage*:** The exam is based on content covered in **sessions 1-5** (**lectures, readings, and online activities** up to and including session 5), as well as the review of the mini case analysis. 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, only pdf). 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 respectfully follow up with the course director to ensure your message was received. 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, only pdf). 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.

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FINAL EXAM (40% of the course grade)

***Date*:** During the formal examination period **(December 9-23, 2020)**, as scheduled by the Registrar's Office
***Duration*:** **2.5 hours.**
Location: **online timed exam** (details TBA, see turnitin notes below)

***Format and Coverage*:** This is expected to be 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. Deferred standing requests for ADMS courses should follow the procedure and registration outlined here: http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf. ALL deferral concerns should be addressed to the main office (apsas@yorku.ca). 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.

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IMPORTANT SCHOOL AND UNIVERSITY POLICIES & INFORMATION

ACADEMIC HONESTY & INTEGRITY

Academic Honesty: Students are reminded to maintain standards of academic integrity to the highest extent possible. Common examples of breaches of academic honesty and integrity include cheating, plagiarism, falsification, and aiding and abetting others in such activities. **Please familiarize yourself with the meaning of academic integrity at York** by completing the interactive on-line Tutorial for students at: https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/

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

Following these simple rules will help you **avoid** breaches of academic honesty:

- Complete your work well in advance of the deadline
- Write your entire work yourself (each and every word!) from the ground up
- DO NOT: "consult" others or search online for "ideas"
- DO NOT use tutoring or editing services to prepare your work

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". Please familiarize yourself with York's Senate Policy Academic Honesty: http://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/

Turnitin: To promote academic integrity in this course, students will normally be required to submit their written work through 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.

SUPPORT

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

- LA&PS Student Resources: https://going-digital.laps.yorku.ca/student-resources/
- 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://eslolc.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)
- My Online Services: https://myonlineservices.students.yorku.ca/
- Manage your Academic Record: http://myacademicrecord.students.yorku.ca/
- Additional LA&PS student resources: http://laps.yorku.ca/student-resources/

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

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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 Service**s. 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 (LOA), outlining the nature and recommendation of their accommodation. To register with Student Accessibility Services, visit 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 Fall 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 discussed.

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/

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COURSE SCHEDULE & DUE DATES

PART I: AN INTERNAL GUIDE TO BUSINESS

WEEK	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Sept. 9 to Sept. 15	**SESSION 1: INTRODUCTION** **Learning Goals**: The aim is to introduce the framework for this course: The first half of this course considers the internal environment of business – governance, structure, managing people, business strategy. The second half of this course examines 6 central environmental factors: economic, technological, globalization, political, societal, sustainability.	**Readings:** • **(from ebook) Introduction; Course Advice; Case Advice.** • **Discussion Case**: ***Hudson's Bay***	Synchronous Lecture WELCOME (check eClass for time) Asynchronous Content Online Activity due: **Tuesday September 15th** (11:59pm Toronto time)
Sept. 16 to Sept. 22	**SESSION 2: MANAGING PEOPLE** **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:** • **Chapter 1** • **Discussion Case**: ***Dr. Oetker Pizza***	Synchronous Lecture (check eClass for time) Asynchronous Content Online Activity due: **Tuesday September 22nd** (11:59pm Toronto time)
Sept. 23 to Sept. 29	**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. 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:** • **Chapters 3 & 4** • **Discussion Case**: ***Google***	Synchronous Lecture (check eClass for time) Asynchronous Content Online Activity due: **Tuesday September 29th** (11:59pm Toronto time)

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WEEK	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Sept. 30 to Oct. 6	**SESSION 4: STRATEGIC MANAGEMENT** **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:** • **Chapter 5** • **Discussion Case**: ***A&W***	Synchronous Lecture (check eClass for time) Asynchronous Content Online Activity due: **Tuesday October 6th** (11:59pm Toronto time)
MINI CASE	**Available on Monday, October 5th → → → Due Friday, October 9th (11:59pm Toronto time)**		
Oct. 7 to Oct. 20	**SESSION 5: STRATEGIC DECISION MAKING** **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:** • **Chapter 6** • **Discussion Case**: ***Blackberry***	Synchronous Lecture (check eClass for time) Asynchronous Content Mini Case due by **FRIDAY October 9th** (11:59pm Toronto time) Online Activity due: **Tuesday October 20th** (11:59pm Toronto time)
Reading Week (October 10-15)			
Oct. 21 to Oct. 27	**SESSION 6: MINI-CASE DEBRIEF** Analysis of the Mini Case will be reviewed between October 19 and 23 (check out eClass for time and details).	*No assigned readings.*	Synchronous Lecture DEBRIEF (check eClass for time)
MIDTERM	**SUNDAY, October 25, 7:00pm-9:00pm (EDT) (Toronto time) (online timed exam)**		

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PART II: AN EXTERNAL GUIDE TO BUSINESS

LECTURE	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Oct. 28 to Nov. 3	**SESSION 7: ECONOMIC ENVIRONMENT** **Learning Goals**: The economic environment acts as a strong influence on the present and future prospects of any organization. Our aim will be to develop a better understanding of the nature of the economic environment. We will identify four types of economic systems and explore the system within which Canadian business operates.	**Readings:** • **Chapter 7** • No case assigned **Notice: Clock moves backwards to Standard Time on November 1st**	Synchronous Lecture (check eClass for time) Asynchronous Content Online Activity due: **Tuesday November 3rd** (11:59pm Toronto time)
Nov. 4 to Nov. 10	**SESSION 8: TECHNOLOGY & INDUSTRY EVOLUTION** **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:** • **Chapter 8** • **Discussion Case**: ***Uber***	Synchronous Lecture (check eClass for time) Asynchronous Content Online Activity due: **Tuesday November 10th** (11:59pm Toronto time)
Nov. 11 to Nov. 17	**SESSION 9: CANADIAN BUSINESS IN THE GLOBAL MARKET** **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:** • **Chapter 9** • **Discussion Case**: ***Toyota in Ontario***	Synchronous Lecture (check eClass for time) Asynchronous Content Online Activity due: **Tuesday November 17th** (11:59pm Toronto time)

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LECTURE	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Nov. 18 to Nov. 24	**SESSION 10: BUSINESS & POLITICS IN CANADA** **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:** • **Chapter 10** • **Discussion Case**: ***Canadian Dairy Industry***	Synchronous Lecture (check eClass for time) Asynchronous Content Online Activity due: **Tuesday November 24th** (11:59pm Toronto time)
Nov. 25 To Dec. 1	**SESSION 11: BUSINESS AND SOCIETY** **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:** • **Chapters 11 & 12** **Discussion Case**: ***Canada Goose***	Synchronous Lecture (check eClass for time) Asynchronous Content Online Activity due: **Tuesday December 1st** (11:59pm Toronto time)
Dec. 2 to Dec. 8	**SESSION 12: WRAP UP & FINAL EXAM REVIEW**	*No assigned readings.* *Practice cases will be used*	Synchronous Lecture REVIEW (check eClass for time) Online Activity due: **Tuesday December 8th** (11:59pm Toronto time)
FINAL	**During the formal FALL examination period (online timed exam)**		

Have a Great Term !!!

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