YORK
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UNIVERSITY

FACULTY OF LIBERAL ARTS AND PROFESSIONAL STUDIES
SCHOOL OF ADMINISTRATIVE STUDIES

AP/ADMS1000

INTRODUCTION TO BUSINESS

WINTER 2023 – SECTION O/Q

COURSE OUTLINE[1]

SECTION INFORMATION

Course Director:	**Peter S Modir**
Email:	pmodir@yorku.ca
Timing of Course Content:	**Tuesday and Wednesday T 4-7PM W 2:30 to 5:330**
Room:	**To be announced.**
Virtual Office Hours:	**B**y appointment (email professor)
Course Web Site:	eclass.yorku.ca (Moodle)

This section of the course is offered in as **on-campus, in-class format**. Lecture portions will be provided via live in-class lectures delivered weekly as indicated on the course website and in the schedule portion of the course outline. Students are encouraged to progress in the course weekly, and to attend live sessions/lectures on class. Check out this outline and updates posted to the section website for information.

Internet access will be required for full access to course resources available on eClass. The course text is available for purchase in digital format only. Some coursework submissions will be online through eClass (including Turinitin). **All exams** will be **on-campus** (see schedule further down on this outline) and students are expected to be available to write the exams as scheduled.
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. 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 must keep up with the course submission deadlines regardless of timing of enrolment; no make-up assignments/submissions will be offered.

COURSE REQUIREMENTS FOR ONLINE RESOURCES:

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

Several platforms will be used in this course (e.g., eClass (Moodle) etc.) through which students will interact with the course materials, the Course Director, as well as with one another.

While the class (and lectures) will be held in-person and **on campus**, course materials will be posted online on Eclass/Moodle the course page, as well as Course Announcements and other important course information.

Some course-work submissions such as the **Online Activities** and the **Mini Case Assignment** will be submitted **online**. Therefore, students are required to have access to minimum technology requirements in order to complete these submissions. Students are expected to ensure that they have a stable and reliable internet connection for timely submissions.

TECHNICAL REQUIREMENTS & SUPPORT:

For this course, it is the student's responsibility to 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 apps) may have different/limited functionality compared to their use on a laptop or desktop. A webcam/camera and microphone is required 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 eClass**: 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 Winter 2023 E-Book
BUSINESS IN CANADA & ACROSS THE WORLD: A STUDENT'S GUIDE
Captus Press 2023
Available at:
https://info.captus.com/registration/Epub/Default.aspx?INST=york&Course=ADMS1000
Previous editions or the texts/readings are **not** applicable

COURSE EVALUATION

Online Activities	10%	Ten (10) out of Twelve (12) online activities (1% each), **Due Fridays before 11:59pm** (Toronto time)	Submit **online** on eClass (**no late submissions**)
Mini-Case	15%	**Available:** Monday, January 30th, 9:00am **Due: Friday, February 3rd, 11:59pm** (Toronto time) Additional details TBA.	Submit **online** (through Turnitin). (**no late submissions**)
Midterm exam	35%	**SUNDAY, February 26th** **10am to 12:30pm** (Toronto time)	Timed **On-Campus** exam (duration 2.5 hrs)
Final exam	40%	TBA. Winter 2023 Formal Examination period **(April 12 to 27, 2023)**	Timed **On-Campus** exam (duration 3 hrs)

ONLINE ACTIVITIES (10% of the course grade)

You are expected to complete **10 of 12 online activities during the course**. There are 12 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 Friday 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 multiple-choice questions. 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.

MINI CASE (15% of the course grade)

***Due Date*:** **Friday, February 3, 2023 before 11:59pm (EDT) (Toronto time)**
This Mini Case (case and questions/instructions) will be posted on the course website on Monday, January 30th, 9am . Specific details will be provided by instructor.

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MIDTERM EXAM (35% of the course grade)

***Date*:** **SUNDAY, February 26, 10am to 12:30pm (EDT) (Toronto time)** (outside the normal class time)
***Duration*: 2.5 hours.**
***Location*:** **On Campus – Room to be announced**

***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 a **closed-book, timed in-person exam** (No materials or aids 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 **(April 12 - 27, 2023)**, as scheduled by the Registrar's Office.
***Duration*:** **3.0 hours.**
Location: **On-campus, in-person, 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 a **closed-book, timed exam** (No materials or aids 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: https://www.yorku.ca/laps/sas/academic-resources/deferred-exam-requests/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** (a special York form to be signed by the doctor) 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 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 (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 Winter 2023 information.
- **Other components and aspects, when relevant**: Please inform the Course Director of your accommodation letter immediately upon the start of the course. Please note that this notice is needed so that reasonable steps for accommodation can be made.

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

DATES	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Jan. 9 to Jan. 13	**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: (ebook)** • **Introduction**; **Course Advice; Case Advice.** • **Discussion Case**: ***Hudson's Bay***	Asynchronous Content Online Activity #1 due: **Friday, January 13th** (11:59pm Toronto time)
Jan. 16 to Jan. 20	**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: (ebook)** • **Chapter 1** • **Discussion Case**: ***Dr. Oetker Pizza***	Asynchronous Content Online Activity #2 due: **Friday, January 20th** (11:59pm Toronto time)
Jan. 23 to to Jan. 27	**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: (ebook)** • **Chapters 3 & 4** • **Discussion Case**: ***Google***	Asynchronous Content Online Activity #3 due: **Friday, January 27th** (11:59pm Toronto time)
MINI CASE	**Available on Monday, January 30th 9:00am → → → Due Friday, February 3rd (11:59pm Toronto time)**		

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DATES	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Jan. 30 to to Feb. 3rd	**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: (ebook)** • **Chapter 5** • **Discussion Case**: ***A&W***	Asynchronous Content Online Activity #4 due: **Friday, Feb. 3rd** (11:59pm Toronto time) Mini Case due by **Friday, Feb. 3rd** (11:59pm Toronto time
Feb. 6th to Feb. 10th	**SESSION 5a: 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: (ebook)** • **Chapter 6** • **Discussion Case**: ***Blackberry***	Asynchronous Content Online Activity #5 due: **Friday, February 10th** (11:59pm Toronto time)
Feb. 13th to Feb. 17th	**SESSION 5b: REVIEW** Review and prep for midterm exam.	*No assigned readings.*	Asynchronous Content Online Activity #6 due: **Friday, February 17th** (11:59pm Toronto time)

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DATES	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Reading Week (February 18 to 24)			
MIDTERM	**Sunday, February 26th, 2023 – 10am to 12:30pm (Toronto Time)**		
PART II: AN EXTERNAL GUIDE TO BUSINESS			

LECTURE	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Feb. 27th to Mar. 3rd	**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: (ebook)** • **Chapter 7** • No case assigned	Asynchronous Content Online Activity #7: **Friday, March 3rd** (11:59pm Toronto time)
Mar. 6th to Mar. 10th	**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: (ebook)** • **Chapter 8** • **Discussion Case**: ***Uber*** **Notice: Clock moves Forward On Sunday, March 12th, 2022.**	Asynchronous Content Online Activity #8 due: **Friday, March 10th** (11:59pm Toronto time)

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LECTURE	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Mar. 13th to Mar. 17th	**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: (ebook)** • **Chapter 9** • **Discussion Case**: ***Toyota in Ontario***	Asynchronous Content Online Activity #9 due: **Friday, March 17th** (11:59pm Toronto time)
Mar. 20th to Mar. 24th	**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: (ebook)** • **Chapter 10** • **Discussion Case**: ***Canadian Dairy Industry***	Asynchronous Content Online Activity #10 due: **Friday, March 24th** (11:59pm Toronto time)
Mar. 27th to Mar. 31st	**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: (ebook)** • **Chapters 11 & 12** **Discussion Case**: ***Canada Goose***	Asynchronous Content Online Activity #11 due: **Fri. Mar. 31st** (11:59pm Toronto time)

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LECTURE	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Apr. 3rd to Apr. 7th	**SESSION 12: WRAP UP & FINAL EXAM REVIEW**	*No assigned readings.* *Practice cases will be used*	Online Activity #12 due: **Thurs. Apr. 6th** (11:59pm Toronto time) *(Please note: Friday, April 7th is Good Friday and a Statutory Holiday)*
Apr. 11th	**Winter Study Day – No class**		
FINAL	**During the formal Winter examination period – April 12 – 27, 2023.**		

Have a Great Term!!!

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