



FACULTY OF LIBERAL ARTS AND PROFESSIONAL STUDIES  
SCHOOL OF ADMINISTRATIVE STUDIES

# AP/ADMS1000

INTRODUCTION TO BUSINESS

**FALL 2024 – SECTION G**

COURSE OUTLINE<sup>i</sup>

## SECTION INFORMATION

Course Director:	Anirban Kar
Email:	<a href="mailto:anirbank@yorku.ca">anirbank@yorku.ca</a>
Timing of Class:	Wednesdays, 2:30 pm to 5:20 pm
Classroom:	Stedman Lecture Hall (SLH) A
In-Person Office Hours:	Thursdays, 3:30 pm to 5:30 pm (Room number ATK 422)
Online Office Hours:	Please email me ( <a href="mailto:anirbank@yorku.ca">anirbank@yorku.ca</a> ) and I will set up a zoom meeting at a mutually convenient time.
Course Website:	<a href="http://eClass.yorku.ca">eClass.yorku.ca</a>

This section of the course is offered **on-campus and in-person**. Lectures and other activities will be live in-class, delivered weekly as indicated on the course website and in the course schedule at the end of this outline. Please be **present** in the classes so that you may learn from the discussions and activities, as well as network.

You will need **internet** for full access to course resources available on **eClass**. The course text is available for purchase in digital format only. Coursework submissions will be through eClass (including **Turnitin**).

**Midterm** and **Final exams** will take place as mentioned in the outline (see schedule further down on this outline); please be available to write the exams as scheduled.

**Wish you a great term!**

Keep up with York U updates at [YU Better Together Website](#).

## IMPORTANT NOTES

- **Take care of yourself:** check out [Student Counselling, Health & Well-Being](#)
- **Communication with the Course Director:** Please mention your course in the subject of your email (for example, ADMS 1000: A Quick Question) so that my attention is immediately drawn to your email. Also, please include your *full name* and *section* (*if you are reading this course outline you are in section G*).
- **About course registration:** Please direct all registration questions to the main office of the School of Administrative Studies ([apsas@yorku.ca](mailto:apsas@yorku.ca)). Course Directors (instructors) cannot enroll or approve your enrolment 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 spot becomes available. You must keep up with the course submission deadlines regardless of timing of enrolment; no make-up assignments/submissions are offered.

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**REQUIREMENT OF IN-CLASS RESOURCES:**

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Several e-platforms will be used in this course (e.g., eClass, Qualtrics, Zoom) through which you will interact with the course materials, the course director, as well as with your classmates.

Some coursework such as the **Online Activities** and the **Mini Case Assignment** will need to be submitted online. Therefore, you are required to have access to minimum technology requirements to complete these submissions. You are expected to ensure that you have access to a stable and reliable internet connection for timely submissions.

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**TECHNICAL REQUIREMENTS & SUPPORT:**

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Please ensure that you have access to a stable, higher-speed Internet connection and an appropriate computer/device that can support your learning in and outside class. Please note that smartphones/smart devices apps (such as the eClass apps) may have different/limited functionality compared to their use on a laptop. Also, a webcam/camera and microphone are needed for certain communications (e.g., zoom meeting with your course director).

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

- [York U's Student Guide to eLearning](#)
- [Student Guide to eClass](#)
- [Zoom meeting etiquette](#)

Additional computing support:

- [Computing for Students Website](#)
- [Laptop borrowing program](#)
- [Check your internet connection speed](#)

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**COURSE DESCRIPTION & PREREQUISITES**

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The objective of this course is to introduce you to the complex environment in which business organizations operate, with a focus on the Canadian business environment. The course is divided into two sections: the internal and the external environments of business organizations. In the internal environment, we will study: (1) managing the workforce, (2) governing the business organization, and (3) strategy and strategic decision making. In the external environment, we will examine: (1) the economic, (2) the technological, (3) the global, (4) the political, (5) the societal and (6) the sustainability factors that impact businesses.

Prerequisites for this course: None.

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**COURSE OBJECTIVES**

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1. To understand the significant internal challenges that business organizations deal with.
2. To understand the significant external challenges that business organizations encounter in their environments.
3. To explore the opportunities for business organizations – both in Canada and globally.
4. To encourage critical thinking about business organizations.

These objectives will be accomplished through in-person and online classes, textbook, case studies, and course learning evaluations.

**REQUIRED COURSE TEXT****eBOOK****ADMS1000 Fall 2024 COURSE PACKAGE**E-Books - *BUSINESS IN CANADA & ACROSS THE WORLD: A STUDENT'S GUIDE*  
Captus Press and *CURRENT ISSUES IN BUSINESS*Available for purchase at: <https://www.captus.com/information/eBook.htm>Previous editions or the texts/readings are **not** applicable.**COURSE LEARNING EVALUATION**

Online Activities	10%	Ten (10) out of Twelve (12) Online activities (1% each), <b>Please see course schedule for weekly due dates</b>	Submit online on eClass <b>(late submission is not feasible)</b>
Mini-Case	15%	The Case Study will be made available on Saturday, <b>September 28</b> , 9:00am The reports are due on <b>Friday, October 4, 11:59pm</b> (Toronto time) Additional details To Be Announced (TBA)	Submit online on eClass (through Turnitin). <b>(late submission is not feasible)</b>
Midterm exam	35%	<b>SUNDAY, October 27</b> <b>10:00 am – 12:30 pm</b> (Toronto time)	On-campus and in-person exam (Duration 2.5 hours)
Final exam	40%	TBA. Fall Formal Examination period is December <b>5–20, 2024</b>	On-campus and in-person exam (Duration 3 hours)

**ONLINE ACTIVITIES (10% of the course grade)**

You are expected to complete **10 of 12 Online activities during the course**. In other words, although there are 12 weekly Online Activities scheduled, please select only 10, based on your interest, and do the Online Activities for those 10.

- **Please see course schedule for weekly due dates.**
- 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 advance** of the deadline, to avoid any unexpected last-minute issues.
- Online activities are auto-marked immediately after submission. **Late submission is not feasible.** Online Activities that are not submitted by the due date/time will receive a grade of zero. To be fair, no makeup opportunities are provided.
- **Online Activities questions and requirements:** Online Activities will be mostly 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. **Extensions are not feasible.**
- You are expected to adhere to standards of academic honesty, as usual. While submissions will not be done through Turnitin, materials may be uploaded to Turnitin later to evaluate for originality.

**MINI CASE (15% of the course grade)**

**Due Date: Friday, October 4, 2024, before 11:59pm (Toronto time)**

This Mini Case (case and questions/instructions) will be posted on the course website on **September 28**. Specific details will be provided by the course director.

**MIDTERM EXAM (35% of the course grade)**

**Date:** SUNDAY, OCTOBER 27, 2024, 10:00 am-12:30pm (Toronto time)

**(Please note that the exam is scheduled 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 and in-person exam**).

**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 you missed the 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, please respectfully follow up with the course director to ensure your message was received. In all cases it is your 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 your 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 In-Class 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. Any requests to reschedule an alternate exam must be submitted promptly to the main office ([apsas@yorku.ca](mailto:apsas@yorku.ca)), copying 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 (40% of the course grade)**

**Date:** During the formal examination period (**December 5-20, 2024**), as scheduled by the Registrar's Office

**Duration:** 3.0 hours

**Location:** On-campus (room to be announced)

**Format and Coverage:** This is a **non-cumulative exam**, based on content covered **from chapter 7 onwards** (after the midterm exam). This is a **closed-book, timed exam**. 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. Deferred standing requests for ADMS courses should follow the procedure and registration outlined on the [Academic Resources Webpage](#). All deferral concerns should be addressed to the main office ([apsas@yorku.ca](mailto: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 In-Class 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. Any requests to reschedule an alternate exam must be submitted promptly to the main office ([apsas@yorku.ca](mailto:apsas@yorku.ca)), copying the Course Director (please do not include picture attachments). In all cases it is your 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 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.

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 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](#).

**Turnitin:** To promote academic integrity in this course, you will normally be required to submit written work through Turnitin (via eClass) 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](#)
- [Learning Skills Services](#)
- [Learning Commons](#)
- [Writing Centre](#)
- [ESL Open Learning Centre](#)
- [Student Accessibility Services](#)
- [Student Counselling & Development](#)
- [Mental Health and Wellness at York](#)
- [Sexual Violence Response & Support](#)
- [Community Safety](#)
- [Office of Student Community Relations](#)
- [York International](#)
- [My Online Services](#)
- [Manage your Academic Record](#)
- [Important sessional 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 (LOA), outlining the nature and recommendation of their accommodation. Register with [Student Accessibility Services](#).

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 2024 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.** Deadlines and additional information on [religious accommodation](#).

**Grading Scheme and Feedback Policy:** For more information on the [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.



## COURSE SCHEDULE & DUE DATES

### PART 1: AN INTERNAL GUIDE TO BUSINESS

DATES	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
Sep 4	<p><b><u>SESSION 1: INTRODUCTION</u></b></p> <p><b>Learning Goals:</b> The aim is to introduce the framework for this course: The first half of this course considers the internal environment of business organizations – governance, structure, managing people, business strategy. The second half of this course examines 6 key environmental factors: economy, technology, globalization, politics, society, and sustainability.</p>	<p><b>Readings: (ebook)</b></p> <ul style="list-style-type: none"> <li>• Introduction; Course Advice; Case Advice.</li> <li>• Discussion Case: <i>Hudson's Bay</i></li> </ul>	Online Activity 1 due: <b>Sep 4</b> (11:59 pm Toronto time)
Sep 11	<p><b><u>SESSION 2: MANAGING PEOPLE</u></b></p> <p><b>Learning Goals:</b> The aim of this session is to understand 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 behavioral approaches to management.</p>	<p><b>Readings: (ebook)</b></p> <ul style="list-style-type: none"> <li>• Chapter 1</li> <li>• Discussion Case: <i>Dr. Oetker Pizza</i></li> </ul>	Online Activity 2 due: <b>Sep 10</b> (11:59 pm Toronto time)
Sep 18	<p><b><u>SESSION 3: STRUCTURE &amp; GOVERNANCE</u></b></p> <p><b>Learning Goals:</b> The aim of this session is to examine some of the approaches that business organizations have adopted regarding 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.</p>	<p><b>Readings: (ebook)</b></p> <ul style="list-style-type: none"> <li>• Chapters 3 &amp; 4</li> <li>• Discussion Case: <i>Google</i></li> <li>• Chapter 1 of Current Issues in Business</li> </ul>	Online Activity 3 due: <b>Sep 17</b> (11:59 pm Toronto time)
Sep 25	<p><b><u>SESSION 4: STRATEGIC MANAGEMENT</u></b></p> <p><b>Learning Goals:</b> 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.</p>	<p><b>Readings: (ebook)</b></p> <ul style="list-style-type: none"> <li>• Chapter 5</li> <li>• Discussion Case: <i>A&amp;W</i></li> <li>• Chapter 2 of Current Issues in Business</li> </ul>	Online Activity 4 due: <b>Sep 24</b> (11:59 pm Toronto time)
<b>MINI CASE</b>	<b>Available on Saturday, September 28, 9:00am → → Due Friday, October 4, 11:59pm (Toronto time)</b>		
Oct 2	<p><b><u>SESSION 5: STRATEGIC DECISION MAKING</u></b></p> <p><b>Learning Goals:</b> The success or failure of any business organization ultimately is tied to the quality of their strategic decisions. This</p>	<p><b>Readings: (ebook)</b></p> <ul style="list-style-type: none"> <li>• Chapter 6</li> <li>• Discussion Case: <i>Blackberry</i></li> </ul>	Online Activity 5 due: <b>Oct 1</b> (11:59 pm Toronto time)



	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.	<ul style="list-style-type: none"> <li>• <b>Chapter 3 of Current Issues in Business</b></li> </ul>	
<b>PART 2: AN EXTERNAL GUIDE TO BUSINESS</b>			
<b>Oct 9</b>	<p><b><u>SESSION 6: ECONOMIC ENVIRONMENT</u></b></p> <p><b>Learning Goals:</b> 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.</p>	<p>Readings: (ebook)</p> <ul style="list-style-type: none"> <li>• <b>Chapter 7</b></li> <li>• <b>Discussion Case:</b> <i>None</i></li> <li>• <b>Chapter 4 of Current Issues in Business</b></li> </ul>	Online Activity 6 due: <b>Oct 8</b> (11:59 pm Toronto time)
<b>Reading Break (October 12 to 18): No class</b>			
<b>Oct 23</b>	<p><b><u>SESSION 7: REVIEW</u></b></p> <p>Review and preparation for midterm exam.</p>	<p>Review Chapters 1 to 6 of <i>Business in Canada &amp; Across the World: A Student's Guide</i>, and Chapters 1 to 3 of <i>Current Issues in Business</i></p>	Online Activity 7 due: <b>Oct 23</b> (11:59 pm Toronto time)
<b>MIDTERM</b>	<b>Sunday, October 27, 2024 – 10am to 12:30pm (Toronto Time)</b>		
DATES	DETAILS	READINGS & PREPARATION	DATES AND SUBMISSIONS
<b>Oct 30</b>	<p><b><u>SESSION 8: TECHNOLOGY &amp; INDUSTRY EVOLUTION</u></b></p> <p><b>Learning Goals:</b> 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 several industries in recent years and how technology has destroyed some businesses while creating new ones.</p>	<p>Readings: (ebook)</p> <ul style="list-style-type: none"> <li>• <b>Chapter 8</b></li> <li>• <b>Discussion Case:</b> <i>Uber</i></li> <li>• <b>Chapters 5 and 6 of Current Issues in Business</b></li> </ul>	Online Activity 8 due: <b>Oct 29</b> (11:59 pm Toronto time)
<b>Nov 6</b>	<p><b><u>SESSION 9: CANADIAN BUSINESS IN THE GLOBAL MARKET</u></b></p> <p><b>Learning Goals:</b> 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.</p>	<p>Readings: (ebook)</p> <ul style="list-style-type: none"> <li>• <b>Chapter 9</b></li> <li>• <b>Discussion Case:</b> <i>Toyota in Ontario</i></li> </ul>	Online Activity 9 due: <b>Nov 5</b> (11:59 pm Toronto time)

<b>Nov 13</b>	<b><u>SESSION 10: BUSINESS &amp; POLITICS IN CANADA</u></b> <b>Learning Goals:</b> 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.	<b>Readings: (ebook)</b> <ul style="list-style-type: none"> <li>• <b>Chapter 10</b></li> <li>• <b>Discussion Case: <i>Canadian Dairy Industry</i></b></li> <li>• <b>Chapter 7 of Current Issues in Business</b></li> </ul>	Online Activity 10 due: <b>Nov 12</b> (11:59 pm Toronto time)
<b>Nov 20</b>	<b><u>SESSION 11: BUSINESS AND SOCIETY</u></b> <b>Learning Goals:</b> 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.	<b>Readings: (ebook)</b> <ul style="list-style-type: none"> <li>• <b>Chapters 11 and 12</b></li> <li>• <b>Discussion Case: <i>Canada Goose</i></b></li> <li>• <b>Chapter 8 of Current Issues in Business</b></li> </ul>	Online Activity 11 due: <b>Nov 19</b> (11:59 pm Toronto time)
<b>Nov 27</b>	<b><u>SESSION 12: WRAP UP &amp; FINAL EXAM REVIEW</u></b>	<b>Review Chapters 7 to 12 of Business in Canada &amp; Across the World: A Student's Guide, and Chapters 4 to 8 of Current Issues in Business</b>	Online Activity 12 due: <b>Nov 27</b> (11:59 pm Toronto time)
<b>FINAL</b>	During the formal <b>FALL</b> examination period – December 5 to 20, 2024.		

*Wish you a Great Term (I am here to help)!!!*

<sup>i</sup> This outline is subject to change as deemed necessary by the Course Director.