

## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – WINTER 2023

#### **BA2000 EC: Contemporary Issues in Business– 3 (3-1-0) UT 60 HOURS FOR 15 WEEKS**

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

**INSTRUCTOR:** Shawn DeGreeve                      **PHONE:** 780-539-2093  
**OFFICE:** C307    **E-MAIL:** sdegreeve@nwpolytech.ca  
**OFFICE HOURS:** Monday 8:30 – 10:00am Thursday 12:00 – 2:00pm or Appointment

**\*All email correspondence must be sent from your NWP student email account and must be professionally formatted** (i.e., subject line filled in, proper greeting, spelling, and grammar check, etc.). Emails that do not follow the above requirements will not be responded to.

**CALENDAR DESCRIPTION:** Through a seminar approach, this course explores the many ethical dimensions of business and includes a major group project for which class time is allotted.

**PREREQUISITE(S):** BA1010, BA1090, BA1110, BA1150, and BA1380

#### **REQUIRED TEXT/RESOURCE MATERIALS:**

Lawrence, A. & Weber, J. (2020). *Business and society: Stakeholders, ethics, public policy* (16th edition). McGraw-Hill Education. ISBN 9781260140453. Please note: this is an e-text requires Connect access in order to fulfil the requirements of the course.

Computer and Internet Requirements : <https://www.nwpolytech.ca/doc.php?d=TECHREQ>

#### **DELIVERY MODE(S):**

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

Theories and concepts will be presented through lectures, textbook readings, in-class demonstrations, and through myClass and Connect. Relevant textbook readings and problems will be assigned to test the student's knowledge, understanding, and application of the material. In addition to D2L and in-class activities there are quizzes, assignments and activities to be complete using the publisher site.

Students are encouraged to supplement their studying with Connect. Assignments will help students apply the principles in a specific situation.

Modules for the course will be posted online through myClass. Students are expected to complete the module readings/videos and quizzes by the pre-determined due date.

### **COURSE OBJECTIVES:**

- To enhance research/observation skills
- To develop critical/creative thinking skills
- To gain an appreciation of ethical implications of business policy
- To garner an appreciation of globalization processes
- To improve presentation and facilitation skills
- To serve as a capstone marketing experience integrating knowledge from other courses and disciplines
- To experience a major project involving “real life” risks and opportunities
- To enhance project management skills
- To enhance team skills

### **LEARNING OUTCOMES:**

- Demonstrate competency in critical thinking by effectively researching, debating and presenting the complexities of a number of business issues from a variety of perspectives
- Make a substantial organizational and strategic contribution to the development of the Business Conference
- Demonstrate effective teamwork skills through the organization of the Business Conference
- Demonstrate good writing and presentation skills

### **TRANSFERABILITY:**

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.ca>.

**\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

**EVALUATIONS:**

Focus Group and Research, Conference Speakers and Theme Proposal, Business Plan schedule, committee, timeline	20%
Committee: Meeting Attendance, Production, Assignments, Reports, and Updates	35%
Business Conference Milestones and Report	15%
Connect assignment and Quizzes	10%
Final Exam	20%
<b>Total</b>	<b>100%</b>

**GRADING CRITERIA:** (The following criteria may be changed to suite the particular course/instructor) Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

**COURSE SCHEDULE/TENTATIVE TIMELINE:**

**Please note: The Business Conference Project will have due dates set by students and conference timelines.**

Week	Chapter	Topic	To Do
1 Jan 01-		Introduction and begin planning Business Conference.	Focus Group and Research
2 Jan 08-	1, 2	Managing Public Issues & Stakeholder Relationships	Conference and Theme Proposal Assessment Student Committee Selection Committee Meeting and Presentation
3 Jan 15 -	3, 4	Corporate Social Responsibility and Citizenship & Business In A Globalized World	Business Conference Plan Due Committee Action Plan and Due Dates. Committee Meeting and Presentation

4 Jan 22-	7, 8	Business-Government Relations & Influencing the Political Environment	Committee Meeting and Presentation Success, Snags, and Needs
5 Jan 29-	5,6	Ethics and Ethical Reasoning Managing Public Issues & Stakeholder Relationships	Quiz Ch. 1-4 Committee and Milestone Report Progress Report and Milestones. Committee Meeting and Presentation
6 Feb 05-	11	The Role of Technology	Committee and Milestone Progress Committee Meeting and Presentation
7 Feb 12-	12	Regulating and Managing Technology	Quiz Ch. 5-8 Committee and Milestone Progress Report Committee Meeting and Presentation
8 Feb 19-	No classes	Family and Winter Break	No classes
9 Feb 26-	9	Sustainable Development and Managing For Sustainability Global Business &	Quiz Ch. 11&12 Committee and Milestone progress Committee Meeting and Presentation
10 Feb 26-			Committee and Milestone Report Committee Meeting and Presentation
11 Mar 05-		Business Conference	<b>Business Conference Graded Assessment.</b>
12 Mar 12-	14,15		Post Conference assessments and report
13 Mar 19-	16	Consumer Protection & Employees and The Corporation	Business Conference Report including committee reports.
14 Mar 26-	19	Managing A Diverse Workforce & Managing the Public and The Corporate Reputation	Quiz Assessment
15 Apr 02-			Presentation of Conference Recommendations
Exam			Final Exam

**NOTE – Exams require computer with webcam:** (see schedule for dates)

## Assignment, Quizzes and Exam Policies:

### Assignments

- There will be writing assignments and a presentation. Communication assignments will be submitted in Word doc. to D2L course assignment and subject to Turnitin plagiarism assessment.
- Late assignments are accepted only by instructor *approval*. Late assignments are assessed a 10% per day grade reduction. Assignments past five days are assessed a grade of zero.
- CONNECT graded items are dispersed throughout the semester (see schedule for dates). There are no extensions on Connect assignments.

### Quizzes

- The quizzes are based on textbook and in-class learning, consisting of multiple choice and true or false questions, as well as short and long answer questions.
- The quizzes will be marked and corrections for the attempted quiz will be made available to the student **after the due date.** There are no extensions on Connect quizzes.
- Once the quiz has been started, you must complete the entire quiz within the allotted time.
- Logging off or losing the internet connection during quizzes and exam will result in a grade based only on the proportion of the exam that has been completed. **It is imperative that the student has a reliable internet connection.**
- **Proctoring software** is enabled requiring browser lock-down and use of camera and sound recording while completing exam and quizzes.

### Other Exam & Classroom Policies

- Any exam, quiz, or assignment grade that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked.
- To get the most out of class regular attendance and active participation is encouraged. **Repeated lateness &/or not remaining for the duration of classroom activities will be recorded as an absence in class.** (See Debarred from Exams) Disruptive behavior will also be viewed as “not professional” and the student will be asked to leave the classroom.
- Students are expected to demonstrate professional conduct for the duration of the course.

### NWP Calendar Academic Regulations

#### **Debarred from Exams**

- “You may be **refused permission to write a final examination** in a course on the advice of the instructor concerned. This usually happens when absences are excessive (**more than 5**) or if **significant parts of required assignments or lab work are not completed.**”

#### **STUDENT RESPONSIBILITIES:**

- **Your responsibility** is to complete the coursework to the best of your ability.
- **Your responsibility** as a student is to respect NWP staff and fellow students.

#### **STATEMENT ON PLAGIARISM AND CHEATING:**

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the Northwestern Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Polytechnic Policy on Student Misconduct: Plagiarism and Cheating at <https://www.nwpolytech.ca/about/administration/policies/index.html>

\*\*Note: all Academic and Administrative policies are available on the same page.

### **Additional Information:**

**This course is an application and activity-based learning in the production of the NWP Student Business Conference.**

### **Technology Requirements:**

<https://www.nwpolytech.ca/doc.php?d=TECHREQ>