



**DEPARTMENT OF BUSINESS ADMINISTRATION  
COURSE OUTLINE  
MG2000: INTRODUCTION TO MANAGEMENT 3(3-0-0)  
FALL 2014**

**INSTRUCTOR:** Evan Daum

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**OFFICE HOURS:** By appointment

**CLASS TIMES:** Monday and Wednesday 10:00 a.m. – 11:20 a.m.

**PREREQUISITE(S)/COREQUISITE:** None

Junior English – three credits

**REQUIRED TEXT:**

Ricky W. Griffin, Ronald J. Ebert, and Frederick A. Starke, *Business, English Canadian Edition*, Upper Saddle River, NJ: Pearson Education Canada Inc., 2013.

**CALENDAR DESCRIPTION:**

This is an introductory course on the basic characteristics of Canadian business and management concepts. The course will review the functions of management using a systems approach, and modern management theory. The current issues of business ethics, environmental concerns, international management, women in management and political environment are reviewed.

**CREDIT:**

This is a three-credit course, with two lectures per week. Students are expected to attend all lectures.

**DELIVERY MODES:**

MG2000 consists of two lectures per week, each lasting 80 minutes. The class will consist of lectures, discussions, small group work, case studies, and student presentations.

**OBJECTIVES:**

Through the completion of this course, students will:

- 1) Gain an understanding of the theory and practice of modern management and business.
- 2) Become aware of the social and political environments in which Canadian business operates.
- 3) Critically analyze complex management problems.

**TRANSFERABILITY:**

A grade of D, or D+ may not be acceptable for transfer to another post-secondary institution. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.

**GRADING CRITERIA:**

The following tests and assignments/participation will determine your final grade:

- 1) Three chapter exams worth 15% each----- 45%
- 2) Participation-----10%
- 3) Case paper & presentation-----25%
- 4) Final exam-----20%

Unauthorized late assignments, if accepted, will have a 25% per day late penalty applied to the assignment grade. All assignments are to be typed, or will be subject to a 10% penalty.

Students are expected to complete any necessary readings and any writing assignments prior to class. Extensions must be requested well in advance and will be judged on a case-by-case basis.

ATTENDANCE:

Student attendance and participation are important to success in the course. Students are responsible for obtaining any notes, or handouts they may have missed due to an absence.

CASE ANALYSIS:

The assignment will consist of two parts: an eight-page (maximum, double-spaced) analysis of a specified case, accompanied by a 15-20 minute long presentation to the class. The management situation posed in the class is to be systematically analyzed using theoretical concepts and tools discussed in class and the textbook. Solutions and recommendations are to conclude the analysis. *The written analysis is due at the beginning of class, the day of your presentation.*

Presentations are to be conducted in a professional manner. Each presentation is to be followed by a general question-and-answer period where other students are expected to join the discussion. Presentations will be graded on: organization, delivery and supporting material.

A detailed rubric for both the written and presentation portion of the case analysis will be provided.

**EXAMINATIONS:**

Students will be tested on their understanding of and ability to apply course concepts. Textbook material and anything discussed in class, presented by guest speakers, viewed in videos, or distributed in handouts could potentially appear on exams. The final exam will be cumulative. More detail on exams will be provided as the term progresses.

**STATEMENT ON PLAGIARISM AND CHEATING:**

Please refer to the GPRC calendar regarding plagiarism, cheating and the resulting penalties. Student misconduct is a serious issue and will be dealt with severely.

## COURSE SCHEDULE

<b>DATE</b>	<b>TOPIC</b>	<b>READINGS</b>
Mon., Sept. 8	Course introduction	/
Wed., Sept. 10	Understanding the Canadian Business System	Chapter 1
Mon., Sept. 15	Understanding the Environments of Business	Chapter 2
Wed., Sept. 17	NO CLASS	/
Mon., Sept. 22	Conducting Business Ethically and Responsibly	Chapter 3
Wed., Sept. 24	Entrepreneurship, Small Business, and New Venture Creation	Chapter 4
Mon., Sept. 29	The Global Context of Business	Chapter 5
Wed., Oct. 1	Managing the Business Enterprise	Chapter 6
Mon., Oct. 6	Chapters 1-6 exam (15%)	/
Wed., Oct. 8	Organizing the Business Enterprise	Chapter 7
Mon., Oct. 13	Managing Human Resources	Chapter 8
Wed., Oct. 15	THANKSGIVING – NO CLASS	/
Mon., Oct. 20	Understanding Labour-Management Relations	Chapter 9
Wed., Oct. 22	Motivating and Leading Employees	Chapter 10
Mon., Oct. 27	Producing Goods and Services	Chapter 11
Wed., Oct. 29	Increasing Productivity and Quality	Chapter 12
Mon., Nov. 3	Managing Information Systems and Communication Technology	Chapter 13
Wed., Nov. 5	Chapters 7-13 exam (15%)	/
Mon., Nov. 10	Understanding Accounting Issues	Chapter 14
Wed., Nov. 12	FALL BREAK – NO CLASS	/
Mon., Nov. 17	Understanding Marketing Processes and Consumer Behaviour	Chapter 15
Wed., Nov. 19	Developing and Promoting Goods and Services	Chapter 16
Mon., Nov. 24	Pricing and Distributing Goods and Services	Chapter 17
Wed., Nov. 26	Understanding Money and Banking	Chapter 18
Mon., Dec. 1	Understanding Securities and Investments	Chapter 19
Wed., Dec. 3	Financial Decisions and Risk Management	Chapter 20
Mon., Dec. 8	Chapters 14-20 exam (15%)	/
Wed., Dec. 10	Review class	/
TBD	Final exam (20%)	/

\*Schedule is subject to change\*