



# COURSE OUTLINE

2017/2018

COURSE NAME: Business and Its Environment  
 COURSE CODE: ECON 3340A

## COURSE DESCRIPTION

Business and its Environment examines the political, regulatory, social and special interest elements within which businesses operate. Business firms just do not compete against each other in their market environments, they also compete for success outside - to shape and to accommodate public policy, public regulation, and public expectations. The vantage point of the course is the business firm and its leadership, rather than the public service and public administration. Developing the abilities to create effective strategies for interacting with the environment in which business firms operate, will enable the students to make better business decisions.

Course Credits: 3.00

Pre-requisites: ECON1110, ECON1112, BLAW2205

## LEARNING OUTCOMES

OUTCOME	Upon successful completion of this course, you will be able to
1	Describe the nonmarket arena, nonmarket strategies, and approaches to government structures. The following concepts, skills, and issues are used to support this Outcome: <ul style="list-style-type: none"> <li>• Differentiate the market of a business firm, from its nonmarket framework of issues, interests, institutions and information.</li> <li>• Discuss the manner and benefits of the integration of market and nonmarket strategies of a business firm.</li> <li>• Explain the objectives of the news media and how to interact with it in an effective manner.</li> <li>• Discuss approaches for dealing with activists, interest groups, the legislative branch and the executive branch.</li> <li>• Explain the importance of effective lobbying, and participating in the politics of nonmarket issues.</li> </ul>
2	Explain the importance of public administration in Canada's mixed economy. The following concepts, skills, and issues are used to support this Outcome: <ul style="list-style-type: none"> <li>• Describe the origins of public management and the requirement for it.</li> <li>• Examine criticisms of public management.</li> <li>• Describe and define public policy.</li> <li>• Compare methods of Canadian public policy development.</li> </ul>

3	<p>Explain government influences on markets through regulatory bodies, and the interaction of regulatory bodies on the common law and politics. The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none"> <li>• Describe the legal foundation and economic basis for government regulation.</li> <li>• Compare two different structures of regulatory bodies.</li> <li>• Discuss market imperfections and political motivations for regulation.</li> <li>• Describe costs of environmental protection and the economics of efficient environmental regulation through the utilization of tradable credits and permits.</li> <li>• Compare between private legal actions and enforcement of regulations for treating market issues such as product liability.</li> </ul>
4	<p>Analyze contradictions between socially responsible behavior and profitability in the context of business and government participation in international political economies. The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none"> <li>• Compare between the concepts of a business firm's motivation to maximize profit, and its motivation to fulfill responsibilities to stakeholders and society</li> <li>• Examine the impact of foreign investment vehicles and trade on human rights and intellectual property rights.</li> <li>• Discuss the role of the World Trade Organization (WTO), agreements involved in it, and the dispute resolution mechanism.</li> <li>• Discuss the influences of domestic economies and business organizations, on international trade negotiations.</li> </ul>

## STUDENT EVALUATION

OUTCOME	ACTIVITY DESCRIPTION	MARK DISTRIBUTION
1, 2, 3 and 4	Case and class discussion, and peer review of research paper	20%
1, 2, 3 and 4	Case Presentation	15%
1 and 2	Midterm Assessment	25%
1, 2 and 3	Corporate Research Paper	15%
1, 2, 3 and 4	Final Assessment	25%
TOTAL		100%

## COURSE COMPLETION REQUIREMENTS

The minimum passing grade for this course is 50% (D). Please note, however, that minimum grades or Grade Point Averages (GPAs) – term or cumulative - required for transfer, good standing in a program, eligibility for graduation, or requirements for professional designation or professional examination exemption may be higher. Students are strongly encouraged to consult with their academic advisor for more details.

## STUDENT EQUIPMENT AND SUPPLIES

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Non-programmable calculator, as specified by the instructor. The JR Shaw School of Business highly recommends our students acquire and make use of a computer (laptop or tablet\*) in and away from the classroom in order to successfully engage and complete JR Shaw curriculum.

Your computer will be used to access key learning resources critical to your success in the program and therefore must be in good working order. It is also important to have a battery with sufficient life to allow for use when a plug-in is not available, as your battery should be able to last throughout your daily schedule/classes. Replacement batteries can often be purchased to improve battery life on an existing computer.

At a minimum your laptop must meet the following requirements:

### PC

- Windows 7 or higher
- 10 GB free hard drive space
- 2 GB memory (RAM)
- Wi-Fi connection

### MAC

- OSX 10.7 or later
- 10 GB free hard drive space
- 2 GB memory (RAM)
- Wi-Fi connection

For tablets\* the minimum Operating System requirements are as follows:

- Android - KitKat 4.4
- Apple - iOS8
- Microsoft - Windows 10

\* Please make sure you have a dedicated keyboard and pointing device (mouse or stylus) to complement your tablet so you will not be disadvantaged when completing online activities, assignments, and assessments in and out of the classroom.

## DELIVERY METHOD

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This course may be taught using a variety of delivery methods such as face-to-face, online, or blended teaching platforms. Activities such as collaborative exercises/assignments, seminars, labs, discussion, audio/visual presentations, case studies, and work integrated learning may be used to support learning.

## STUDENT RESPONSIBILITY

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Enrolment at NAIT assumes that the student will become a responsible citizen of the Institute. As such, each student will display a positive work ethic, assist in the preservation of Institute property, and assume responsibility for his/her education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

## EQUITY STATEMENT

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NAIT is committed to providing an environment of equality and respect for all people within the learning community, and to educating faculty, staff, and students in developing inclusive teaching and learning contexts that are welcoming to all.

Leadership Review Date: May 15, 2017

Curriculum Committee Review Date: May 15, 2017

Changes to This Course Outline: Every effort has been made to ensure that information in this course outline is accurate at the time of publication. The Institute reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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**ADDENDUM to NAIT Course Outline for ECON3340, Business and Its Environment**

Instructor Name	Sandra Efu
Office Location	S111D
Contact	780-791-8974 Email: sandra.efu@keyano.ca
Office Hours	Monday 10:00 am to 11:00 am Tuesday 10:00 am to 12:00 pm; 6:00 pm to 6:30 pm Wednesday 1:00 pm to 2:00 pm Friday 12:00 pm to 12:30 pm
Hours of Instruction	Wednesday 11:00 am – 12:50 pm (Room S207) Friday 10:00 am – 11:50 am (Room S207)

**Required Resources**

Business and Its Environment, 7<sup>th</sup> edition, by David B; 2nd Custom Edition for NAIT. ISBN: 1323751378

Public Administration in Canada, 2<sup>nd</sup> Edition, by Paul B. and Tim A.M. ISBN: 9780176782429

You can purchase a copy of the textbook from NAIT's bookstore.

**Performance Requirements**
**Student Responsibilities**

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar.

More specific details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

**Student Attendance**

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

## **Academic Misconduct**

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on [ilearn.keyano.ca](http://ilearn.keyano.ca). Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

## **Specialized Supports**

### **Counselling and Accessibility Services**

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

### **SKILL Centre**

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.

## Exam Guidelines

PLEASE NOTE that the following Deferred Examination Policy is from NAIT. NAIT does NOT allow Supplemental Exams.



JR Shaw School of Business

## DEFINITIONS

**Accommodation Exams:** Typically are scheduled for students with approved disabilities with the Services for Students with Disabilities (SSD).

**Deferred Exam:** Students unable to write an exam on the scheduled date and/or time due to illness or another serious reason (*documented circumstance*), a deferred exam may be scheduled for the student, upon approval as outlined below.

**Immediate Family: Grandparents, parents, siblings, daughters/sons**

### Deferred Examination Policy

These guidelines apply to all deferred exams for daytime, evening, or online classes. **Students requesting an exam deferral should notify the JRSSB Business Information Centre as soon as possible in T300 or phone 780.471.8998**

#### 1. Exams Rescheduled for Approved Documented Reasons

- A. Students may be permitted to re-schedule exams for the following reasons, provided both the instructor and the Associate Chair/Chair are notified in advance of the scheduled exam AND appropriate “third party” documentation is provided to the appropriate Chair/Associate Chair within 3 business days of the start of the scheduled exam (e.g. a Monday exam would require documentation by Thursday, a Wednesday exam would require documentation by the following Monday). Weekend days and statutory holidays are **not** considered as business days.

Documented Reason	Appropriate Documentation
Personal medical/illness situations	A completed <u>physician statement form</u> , which is located in the T300 Business Information Centre. (Medical notes must be provided by a doctor. Prescription pad doctor's notes indicating you were seen in the office are NOT considered appropriate documentation.)
Death in immediate family	Obituary and death certificate of the deceased family member, evidence that the deceased is immediate family, address and contact information of the funeral home/church handling the service, and travel itinerary as appropriate.
Wedding in immediate family	Original wedding invitation, evidence that immediate family is being married, and travel itinerary as appropriate.



Documented accident	Third party documentation that clearly indicates the specific date and time of the accident, as well as provides evidence that the nature of the accident prevented the student from taking the exam, as originally scheduled.
Circumstances approved by the Program Chair/Associate Chair	As deemed appropriate by the Chair/Associate Chair

**NOTE: Work is NOT an acceptable reason to re-schedule an exam.**

- B. The missed exam is to be re-scheduled to the earliest possible alternate day and time. Online students writing externally have within 72 calendar hours of the scheduled on-campus writing to write the exam. Requests to write beyond this 72-hour period fall within the criteria in A.
- C. **Students will pay a fee of \$150.00 for ALL deferred exams.**

## **2. Students Arriving Late to Exams**

If an exam is written late (outside of the scheduled exam period) but on the same day the exam was scheduled, a minimum 20% penalty will be assessed. If the exam is written late due to a reasonable unforeseen event such as a documented accident or poor weather conditions, the Program Chair/Associate Chair may waive the late penalty.

## **3. Exams Not Written Due to Approved Reasons**

If it is not possible for a missed exam to be rescheduled, the Program Chair/Associate Chair in consultation with the course coordinator/instructor will decide on the appropriate action to take to make up for the missed marks.

## **4. Quizzes Missed or Written Late**

Students may be permitted to re-schedule quizzes or have their missed grade reallocated to subsequent assessments, provided the appropriate "third party" documentation (as shown in the table above) is provided to the instructor with reasonable notice. The course instructor will make the decision regarding the approval/disapproval of the quiz deferral, as well as the method in which the student will make up the marks missed.

## Topic and Reading Outline

Reading	<p><b><i>Business and Its Environment, 2<sup>nd</sup> Custom Edition for NAIT</i></b></p> <p><b><i>Public Administration in Canada, 2<sup>nd</sup> Edition,</i></b></p> <p><b><i>CoursePack, (packaged with the textbook Custom Edition in the NAIT bookstore)</i></b></p> <p>Topic A.1: Read the first two paragraphs of the Preface to the textbook at page xxix and pages 1 to 15 of the Business and Its Environment custom textbook.</p> <p>Topic A.2: Read pages 30-47 of the Business and Its Environment custom textbook.</p> <p>Topic A.3: Read pages 52-69 of the Business and Its Environment custom textbook.</p> <p>Topic A.4: Pages 74-91 and 152-156 of the Business and Its Environment custom textbook.</p> <p>Topic A.5: Read pages 162-182, and 195-210 of the Business and Its Environment custom textbook.</p> <p>Topic B.1: Pages 1-12, and 14-34 of the The Canadian Factor custom textbook.</p> <p>Topic B.2: Pages 38-49, 51-63, and 66-79 of The Canadian Factor custom textbook.</p> <p>Topic C.1: Pages 264-267(top), and 271-278 of the Business and Its Environment custom textbook.</p> <p>Topic C.2: Pages 321-333, and 338-348 of the Business and Its Environment custom textbook.</p> <p>Topic C.3: Pages 380-391, 394-399(middle), and 401(bottom)-407 of the Business and Its Environment custom textbook.</p> <p>Topic D.1: Pages 557-568(middle) of the Business and Its Environment custom textbook.</p> <p>Topic D.2: Read pages 448-470 of the Business and Its Environment custom textbook.</p> <p>Topic D.3: Read pages 519-520(top), 525(middle)-532(top), and 533(middle)-540 of the Business and Its Environment custom text.</p>
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## Proposed Schedule of Topics

Week	Monday	Tuesday	Wednesday	Thursday	Friday
1	January 8	9	10 CLASSES COMMENCE INTRODUCTION	11	12 A.1 The Difference Between the Market and Nonmarket
2	15	16	17 A.2 Integrating Market and Nonmarket Strategy and Case A.1	18	19 A.3 Effects of Interacting with the News Media
3	22	23	24 A.4 Politics of Interest Groups, Legislators and Business Firms	25	26 Case A.2 Case A.3
4	29	30	31 A.5 Preparing and Employing Nonmarket Strategies with Government	February 1	2 Case A.4
5	5	6	7 B.1 Bureaucrats No Longer	8	9 B.2 Producing Deliverable Public Policy
6	12	13	14 C.1 Sources of Regulation Review <i>*Draft 1 Research Paper Due</i>	15	16 Mid-term Exam (Modules A and B)
7	19	20	21 READING WEEK, NO CLASSES	22	23
8	26	27	28 <i>*Feedback on mid-term</i>	March 1	2 <i>*Peer feedback on Draft 1 due</i>
9	5	6	7 C.2 A Market for Environmental Protection	8	9 Case A.5
10	12	13	14 C.3 Law and Markets	15	16 Case C.2 Case C.3 <i>*Draft 2 Research Paper Due</i>
11	19	20	21 D.1 Business Social Responsibility	22	23 D.2 Risky Business in China
12	26	27	28 Case D.1 <i>*Peer feedback on Draft 2 due</i>	29	30 GOOD FRIDAY, NO CLASSES
13	April 2	3	4 <i>Research Paper Due</i> D.3 Enforcing Mutual Advantage Through the World Trade Organization (WTO)	5	6 Case D.2 Case D.3
14	9	10	11 <i>Review</i>	12	13 <i>Review</i>
15	16	17	18 Final Exam Week (Final Exam – Modules C & D)	19	20

**Please Note:** Date and time allotted to each topic is subject to change.