COURSE INFORMATION

Course title:	Business Immersion		
Course code:	BA 580C	Credits:	3.0
Session, term, period:	2021W2, Period 3	Class location:	Online
Section(s):	BA1(Seminar)	Class times:	Monday-Friday, 8:00-5:00pm
Course duration:	March 1-5, 2021	Pre-requisites:	n/a
Division:	RHL Graduate School	Co-requisites:	n/a
Program:	MBAN		

INSTRUCTOR INFORMATION

Instructor:	Darren Dahl		
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COURSE DESCRIPTION

Business prevails in daily life, part of every product people choose, every service people use, and everything of value that people offer to society throughout their careers. Even those who do not work in an explicit commercial role can affect and are affected by business decisions within and by their organizations; therefore, regardless of students' backgrounds and career goals, they will benefit from developing a general understanding of business and management.

This course explores the building blocks of business. The course is designed as a boot-camp to immerse students into the complex world of making business decisions from a variety of angles. Key functional areas (e.g., Human Resources, Organizational Behaviour, Finance, Accounting, and Strategy) will be introduced with the goal of providing a broad understanding of the business world.

COURSE FORMAT

Class time will typically involve lectures, cases, discussions and exercises.

LEARNING OBJECTIVES

By the end of this course, students will be able to:

- Apply theoretical principles of business in a variety of contexts.
- Analyze and discuss common business situations encountered by managers from multiple angles using different functional approaches.
- Appreciate the importance of each of the functional areas, as well as the inter-connectedness of business decision-making.
- Apply basic analytical frameworks to business problems.
- Appreciate the importance of excellent written and oral communication skills.
- Understand the importance of effective team work and strong ethical standards in management.

ASSESSMENTS
Summary

Component	Weight
Class participation	10%
Assignments (2 team, 1 individual)	45%
Final project/presentation (team)	45%
Total	100%

Details of Assessments

Class Participation (10%)
Your overall participation will be evaluated based on your in-class contribution. Developing business professionalism means learning to actively listen, think critically, effectively communicate ideas in groups, and work as a positive and productive contributor. These skills will be evaluated through students' participation in class (e.g., questions and comments made in class, responses when called upon to give opinion, contributions in the chat, etc.). Meaningful participation is highly valued - quality beats quantity. Contributions that add value will be scored higher.

An assessment of team contribution will also be factored into this score – an ipeer survey will be done at the end of the period where you will have the opportunity to comment on your teammates.

*Note: You will be able to choose your own teams – 5 students per team. No more, no less.

Assignments (45%)
You will be required to complete three assignments. These will focus on content covered over the week and will reinforce and augment the learning from the classroom sessions. More details will be provided at the start of the course.

Final Project/Presentation (45%)
At the end of the week you will be given a data-set and business problem to resolve. You will work in teams and leverage your quantitative skills and your new understanding of business. You will produce a 10-minute presentation (with 5-10 minutes of questions) in PPT. The extended PPT (i.e., PPT notes and appendices) will be submitted as your final written deliverable. Presentation and answers will be 25% of the grade component and the PPT submission will be 20% of the grade component. More details on the project (i.e., a project brief) will circulated in class.

Given the sensitive nature of the data that we have acquired for this project you will be required to sign an NDA before receiving access to the data/project. This will be provided in class.

LEARNING MATERIALS
Required:
All materials will be made available on Canvas. Students are expected to complete the assigned readings in advance of each lecture. This is critical for class discussions and application of concepts covered.
Course-specific Policies and resources

Missed or late assignments, and regrading of assessments
Late submissions will not be accepted and will receive a grade of zero.

Academic Concessions
If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an Academic Concession Request & Declaration Form https://webforms.sauder.ubc.ca/academic-concession-rhlee. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per UBC's policy on Academic Concession.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL
Attendance
Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

Punctuality
Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices
Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

Citation Style
Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:
http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625

UNIVERSITY POLICIES AND RESOURCES
UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors

of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at https://senate.ubc.ca/policies-resources-support-student-success.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

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All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline. Audio or video recording of classes are not permitted without the prior approval of the Instructor.]

ACKNOWLEDGEMENT

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəy̓əm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

(Subject to change with class consultation)

Class	Date	Topic	Readings or Activities	Professors
1	Monday March 1 (8-12pm)	Introduction: Why Understanding Business is Important to Analytics (and vice versa)	Case: The Intel Pentium Chip Controversy Reading: Building an Insights Engine HBR 2016 Guest Speaker: Joyce Droghan, Partner, Deloitte-AI	Darren and Mahesh
2	Monday March 1 (1-5pm)	Human Resource Management (HRM)	Case: Rob Parson at Morgan Stanley Readings: How Uber Uses Psychological Tricks to Push Its' Drivers Buttons	Danielle
3	Tuesday March 2 (8-12pm)	Finance and Analytics: Foundations of accounting and financial reporting; Basic Financial Statement analysis, financial ratios and understanding performance. Why is this important for data scientists?	Case: Kansas City Zephyrs Baseball club inc. Guest Speaker: Sanjay Bharwani, Ernst & Young and Radient Investment & Rajesh Vijayaraghavan (Sauder)	Mahesh
4	Tuesday March 2 (1-5pm)	HR Analytics	Readings: Interview with Adam Grant (Wharton People Analytics); Using machine learning to translate applicant work history into predictors of performance and turnover (2019)	Danielle and Sima
5	Wednesday March 3 (8-12pm)	Strategy Basics	Case: Southwest Airlines	Darren
6	Wednesday March 3 (1-5pm)	Operations Management: Basic Principles of operations. Relationship to analytics.	Guest Speaker: Dr. Kingsford, CMIO, BC Case: LL Bean, Inc.	Mahesh
7	Thursday March 4 (8-12pm)	Strategy – Contemporary Models	Nothing to Prepare	Darren
8	Thursday March 4 (1-5pm)	HRM Analytics	Guest Speaker: Ian Cook, VP People Analytics	Danielle and Sima
9	Friday March 5 (8-5pm)	Project/Presentations	Guest Speaker: Alumni Panel Project: C-Shoes	Danielle, Darren, Mahesh