



# Administration (ADMN) 201

## Introduction to Business Studies (Revision 3)

<b>Status:</b>	Replaced with new revision, see the <b>course listing</b> <a href="#">↗</a> for the current revision <b>✕</b>
<b>Delivery mode:</b>	Individualized study online <a href="#">↗</a> with eText <a href="#">↗</a>
<b>Credits:</b>	3
<b>Area of study:</b>	Applied Studies (Business and Administrative Studies)
<b>Prerequisites:</b>	None
<b>Precluded:</b>	None
<b>Challenge:</b>	ADMN 201 is not available for challenge.
<b>Faculty:</b>	Faculty of Business <a href="#">↗</a>
<b>Notes:</b>	Students registering in grouped study mode are advised that there may be some differences in the evaluation and course materials information indicated below. To obtain the most up-to-date information,

contact the Faculty of Business Student  
Support Centre at 1-800-468-6531.

## Overview

ADMN 201 is targeted toward people who want an overview of formal business studies at the university level. ADMN 201 introduces students to the fundamental business topics (or functions) that comprise the typical majors found in business studies at universities around the world, including accounting, finance, management, and marketing. ADMN 201 also covers a variety of business-related topics, including the business environments (economic, cultural, political, and legal, all from an international perspective), ethics and social responsibility, business types, and entrepreneurship. ADMN 201 covers much material and introduces students not only to business ideas and concepts, but also to the terms and concepts that are important for understanding modern business. Understanding these business terms will lay the groundwork for taking more in-depth business courses and for discussing business and management ideas in the workplace.

## Outline

### Part 1: Introducing the Contemporary Business World

- Lesson 1: Understanding the Canadian Business System
- Lesson 2: The Environment of Business
- Lesson 3: Conducting Business Ethically and Responsibly
- Lesson 4: Entrepreneurship, Small Business, and New Venture Creation
- Lesson 5: The Global Context of Business

## Part 2: The Business of Managing

- Lesson 6: Managing the Business Enterprise
- Lesson 7: Organizing the Business Enterprise
- Lesson 8: Managing Human Resources and Labour Relations
- Lesson 9: Motivating, Satisfying, and Leading Employees

## Part 3: Managing Operations and Information

- Lesson 10: Operations Management, Productivity, and Quality
- Lesson 11: Understanding Accounting



## Part 4: Principles of Marketing

- Lesson 12: Understanding Marketing Principles and Developing Products
- Lesson 13: Pricing, Promoting, and Distributing Products

## Part 5: Managing Financial Issues

- Lesson 14: Money and Banking
- Lesson 15: Financial Decisions and Risk Management

## Evaluation

Your final grade in *ADMN 201* is determined by a weighted average of the grades you receive on three written assignments, a midterm exam, and a final exam. To **receive credit**  for *ADMN 201*, you must achieve a minimum grade of 50% on **each of the exams** and an overall grade of **D (50 percent)**  or better for the entire course. You are advised not to attempt the final exam until you have received feedback on all three assignments.

The weighting of each assessment activity is indicated in the table below:


Activity	Weight
Assignment 1	10%
Assignment 2	20%
Assignment 3	10%
Midterm Exam	30%
Final Exam	30%
<b>Total</b>	<b>100%</b>

The **final examination** for this course must be taken online with an AU-approved exam invigilator at an approved invigilation centre. It is your responsibility to ensure your chosen invigilation centre can accommodate online exams. For a list of invigilators who can accommodate online exams, visit the **Exam Invigilation Network** [↗](#).

To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar** [↗](#).

## Materials

Ebert, R. J., Griffin, R. W., Dracopoulos, G., & Starke, F. A. (2020). *Business Essentials*, (9<sup>th</sup> Canadian ed.). Toronto, ON: Pearson Canada Inc.

ISBN-10: 0135255791 • ISBN-13: 9780135255797  (eText)

### eText

Registration in this course includes an electronic textbook. For more information on **electronic textbooks** [↗](#), please refer to our **eText Initiative site** [↗](#).

## Other Resources

All other learning resources will be available online.

## Challenge for credit

### Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit** [↗](#) can be found in the Undergraduate Calendar.

### Evaluation

To **receive credit** [↗](#) for the ADMN 201 challenge registration, you must achieve a grade of at least **D (50 percent)** [📄](#) on the examination.

Activity	Weight
Online Exam	100%
<b>Total</b>	<b>100%</b>



**Challenge for credit course registration form**

## Important links

- › **Academic advising** [↗](#)
- › **Program planning** [↗](#)

› [Request assistance](#) 

› [Support services](#) 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

*Opened in Revision 3, October 7, 2019*

*Updated April 6, 2023*

View **previous revision** 

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