





Administration (ADMN) 201

Introduction to Business Studies (Revision 4)

Status: Replaced with new revision, see the [course listing](#)  for the current revision 

Delivery mode: Individualized study online  with [eText](#) 

Credits: 3

Area of study: Applied Studies (Business and Administrative Studies)

Prerequisites: None

Precluded: None

Challenge: ADMN 201 is not available for challenge.

Faculty: [Faculty of Business](#) 

Notes: 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 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* 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%

Activity	Weight
Final Exam	30%
Total	100%

The **final examination** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the [Exams and grades](#) section of the Calendar.

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. (2023). *Business essentials* (10th Canadian ed.). Pearson Canada Inc. ISBN-13:

9780137369072  (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.

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 4, April 7, 2023

Updated March 8, 2024

View **previous revision** 
