



Administration (ADMN) 201

Introduction to Business Studies (Revision 5)

Status:

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

Delivery mode:

Individualized study online . Delivered via Brightspace.

Credits:

3

Area of study:

Applied Studies (Business and Administrative Studies)

Prerequisites:

None

Precluded:

None

Challenge:

ADMN 201 has a challenge for credit option.

Faculty:Faculty of Business [↗](#)

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

Learning outcomes

After completion of this course, students should be able to

- define what a business is and explain its economic and societal roles.
- explore international trade and the global business environment.
- identify the ways that ethics and social responsibility shape the behaviour of businesses.
- describe the contributions small businesses and entrepreneurs make to the Canadian economy.
- discuss the four primary business functions: accounting, finance, management, and marketing.
- explain the four basic areas of management: strategic planning, organizing, leading, and controlling.
- discuss the roles that employees have in business, and explain how to motivate employees.
- discuss the supply chain and production of goods.
- define *marketing* and outline its role for creating exchanges between businesses and their customers.
- explain the need for and use of financial information created by the accounting function.
- describe the importance of financial tools such as money, banking, and investments.

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%
Total	100%

The **midterm and final examinations** 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.

Materials

Digital course materials

Links to the following course materials will be made available in the course:

Ebert, R. J., Griffin, R. W., Dracopoulos, G., & Starke, F. A. (2023). *Business essentials* (10th Canadian ed.). Pearson Canada Inc. ISBN-13: 9780137369072

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 Challenge Examination.

Activity	Weight
Online Exam (3 hours)	100%
Total	100%

[📄](#) **Challenge for credit course registration form**

Important links

- › [Academic advising](#) [↗](#)
- › [Program planning](#) [↗](#)
- › [Request assistance](#) [↗](#)
- › [Support services at AU](#) [↗](#)

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

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View **previous revision** 
