Course Descriptions
Business Stream

The following are descriptions of the courses available to ESP/IESP students in Business stream for the 2018-2019 academic year.

Please read the descriptions carefully before listing your Seminar preferences on your Course Selection Form.

Please note: courses are subject to change.

- All ESP/IESP students must register for one credit in a First-Year Seminar (see options below in Section A)
- First-year IESP students enroll in FYSM 1900 E
- Two elective courses in the fall/winter (see descriptions below in Section B)
  - Students registered in the Business streams have set electives; according to requirements for this program (see your Course Selection Form).
  - Each elective will be supported by an ESP/IESP Workshop. See the Course Schedule for times.
- One more credit (TBD) in the early summer term (see the Registration Guide and Student Handbook for more information)

Half-credit courses are marked with an asterisk (*) and are worth 0.5 credits and run during either the Fall or Winter semester. Full-credit courses are worth 1.0 credits and run during the entire Fall/Winter session.

Section A: First Year Seminars

All First Year Seminars are titled: “Selected Topics in the Study of Academic Discourse” but have different selected topics. See the descriptions below:

First-Year Enriched Support Program Students should choose from these Seminars:

Selected Topic: The Power of Persuasion: Arguments in Academic & Popular Culture
FYSM 1900 A (1.0 Credit) Fall/Win
Instructor: Jennifer Gilbert

When we choose what to buy, who to vote for (and whether to vote), what career we might be interested in and where we want to go to school, we are surrounded by arguments from family members, friend groups, faith and school institutions, and corporations - arguments that we may or may not recognize as arguments. Even the most banal daily decisions we make, such as what to wear and what to watch, are influenced by cultural dialogues that are so convincing we may not even be aware we were persuaded.

In this course, you will learn about the power of persuasion. You will learn how to read, understand, and dissect arguments, and how to make persuasive arguments of your own.

We will examine arguments in our everyday world as well as in the academic realm. You will learn about presenting arguments powerfully and ethically. You will have practice using language and images persuasively, and learn about the roots of powerful argumentation drawing on principles from classical rhetoric.

- What are the different kinds of arguments?
- How can we make persuasive appeals from emotion, character, and logic (pathos, ethos, logos)?
- How can we detect fallacies in the arguments we are exposed to (and avoid them in the arguments we make!)?

Making a persuasive argument is a foundational academic skill for successful university students; it is also a life-skill. Learning about the tools of argumentation can help you be more critical and more open-minded.

Students learn through attending class every week for lectures, discussions, and teamwork in small and large groups. Your attendance and weekly contribution to the activities in the seminar is tracked and is part of your final grade.

There are weekly readings assigned from the textbook, and tests on the reading material. There are both informal and formal writing assignments.
Your grade in this full credit course will be based on: three tests, two papers, your contribution in a class debate, a class presentation (solo or with a partner) AND your weekly attendance and contributions to the class.

First-year students engaging in all aspects of this course will acquire strong reading, analysis, research, and writing skills applicable to all future university study.

Selected Topic: Communication in Humans and Other Animals
FYSM 1900 C (1.0 Credit) Fall/Win
Instructor: Petra Watzlawik-Li

To understand how humans and other animals communicate and think, we will look at research from disciplines such as psychology, neuroscience, cognitive science, sociology, biology and linguistics.

We will start by learning the design features of human language and how humans acquire language (hint: it’s not merely imitation). We will review some of the cognitive processes, such as Theory of Mind (ToM) that go along with the stages of language acquisition, and also what happens when a child is kept from interacting (e.g. Genie the Wild Child).

Humans are not alone in the capacity for communication and cognition. You will be surprised at the communicative abilities and cognitive processes of many animals (such as dolphins, elephants, canines (wolf and dog), chimpanzees and other primates, birds (parrots and crows), octopuses, etc.). We will delve into the world of researchers (psychologists, neuroscientists, psychobiologists, behavioural ecologists, linguists, primatologists, etc.) to discover the most current information on animal cognition, learning, problem solving, social relationships, and tool design/use.

Finally, we will review the possible benefits of interspecies communication and look at how humans have learned to communicate with dogs (e.g. airport bomb sniffing dogs, therapy dogs), use horses for psychological therapy, and attempts at teaching primates language.

Selected Topic: Creative Self: Research and Arts-Based Identity Exploration
FYSM 1900 D (1.0 Credit) Fall/Win
Instructor: Jennifer Gilbert

Are you curious about identities? Do you enjoy creative and thought-provoking activities in a relaxed atmosphere? Are you open-minded and interested in artistic expression?

Our goal in this course is to build critical and intellectual capacity, to read and learn from interesting and challenging texts, and to better understand identities. By participating actively in this course, you can make friends, have fun, AND gain amazing skills with reading, writing, critical thinking, and creative thinking.

There are two intertwined threads to this course: identity theory & creativity.

1. Identity theory: This is a full-credit course about identity theory. The curriculum examines what identities are, how identities form and change over time, and why identities are important. Lectures and discussions are based on these questions and related concepts.
2. Creativity: This course takes an arts-based approach to teaching and learning. In practical terms, this means that you will express yourself through fun and creative activities in class including doodling, creative and reflective writing, making crafts, creating skits, and other means of expression.

Course material
Reading: academic research articles from sociology, psychology, and cultural studies; memoirs, novels, and graphic novels that explore identity from personal viewpoints.

Additional course material: interactive media; videos of talks, poetry, music, and films; a class visit to the Carleton University Art Gallery.

What to expect
In class: lectures, discussions, creative activities, teamwork & collaboration – please note that attendance and contribution in class counts towards your grade!

Coursework: regular reading, regular short informal writing (blogging); academic research into an identity-related topic of your choice; art project (includes creating an art piece, writing an artist statement, and showing your work to the class & possibly others). You can use any creative mode of expression that you want to for your art project – anything from dance to drawing to poetry to sculpture to…. (sky’s the limit).
Your grade is based on: blog posts, annotated bibliography, completion of art piece, research-based artist statement, in-class presentation, in-class group work and participation, coffeehouse/art show group project at the end of the year.

Selected Topic: A Procrastinator’s Guide to the Psychology of Academic Success
FYSM 1900 J (1.0 Credit) Fall/Win
Instructor: Allan Blunt

I am a procrastinator, hence the title. And as a procrastinator, I have learned how to deal with the distracting voice in my head that whispers — you can do it later, buddy.... loads of time to go, Al ... you’ll feel more like doing it tomorrow, old buddy ... and you know you work better under pressure anyway. Sound kind of familiar? If it does, maybe you should think about taking this course. Because in this course we will discuss lots of research and ideas that can help you learn faster, better, smarter, and just maybe — reduce procrastination. So, what are these exciting, life-changing topics, you ask (with a wee bit of sarcasm). Well, here’s a list of many of them: academic self-regulation, metacognition, monkey mind and time management, dealing with distractions and cognitive load, making memories stick, anxiety and test-taking, searching for self-identity, goal setting done right, creating emotions that matter, boredom and mind-wandering, willpower over temptations, and some others I am currently developing. Wow, that sounds amazing, you say (without a trace of sarcasm). Yep, you’re right — it is! I have pulled together tons of research to help me (and you) achieve my guiding goals: to help you become a more effective learner, and to help you succeed at university and at other things (because many of the ideas in this course can be applied to other areas of your life).

So, apart from all of the amazing content, how will I be graded, you ask (with a concerned tone). That’s a very fair question. You will be graded on the following: attendance (15% of grade — 22 classes, you can miss 4 without penalty); small application assignments (7.5% of grade — 14 applications, lowest 4 dropped); mini-reflections (7.5% — 6 one-page mini-reflections, lowest 2 dropped); term reflection papers (10% of grade — 2 five-page papers, lowest dropped); and tests (60% of grade — 6 short-answer/multiple-choice style tests, lowest 2 dropped). Nice that you drop the low grades, you say, but it sounds like a lot of work. Nah! The work is spread over both terms and my intention is not to overwhelm anybody, rather my intention is to help you transition to university. All of the material comes from the lecture modules. All of the slides have been developed by me and will be provided to you online — free of charge! As well, each module contains several practice questions for the tests (hint: sometimes practice questions appear on the tests). And there is no graded group work in this course — you are in control of your grade. Well, that’s it. If you have any questions about the content and requirements, you can pop by my office before you sign up or maybe I will see you at a registration session in July or August. Welcome to university and good luck! (The fine print: As an inherent procrastinator, I reserve the right to change any or all the above at the last minute. Cheers, Al)

Section B: Elective Courses

All elective courses listed below will be accompanied by a three hour/week ESP/IESP Workshop (this will appear on your schedule as ESPW 1000). Please see the Class and Workshop Schedule sheets enclosed for day and time information; and read the ESP/IESP Student Handbook and Registration Guide for a description of workshops.

Economics: Introduction to Economics: Microeconomics (Fall)
ECON 1001 5 [0.5 credit]
Prof. Collins Ayoo
An introduction to the major tools and policy problems of economics. Economic analysis is applied to a variety of contemporary problems such as pollution, poverty, the control of monopoly, unemployment, inflation, and international economic problems.
- There is no outline currently available for this course.
- Lectures three hours a week, discussion groups one hour every two weeks.

Economics: Introduction to Economics: Macroeconomics (Winter)
ECON 1002 C [0.5 credit]
Prof. Eng Kooi Lim
An introduction to the major tools and policy problems of economics. Economic analysis is applied to a variety of contemporary problems such as pollution, poverty, the control of monopoly, unemployment, inflation, and international economic problems.
- There is no outline currently available for this course.
- Lectures three hours a week, discussion groups one hour every two weeks.
Math: Linear Algebra, with Applications to Business (Fall)
*MATH 1119 A [0.5 credit]
Prof. TBA
Introduction to systems of linear equations, geometric interpretation in two and three dimensions, introduction to matrices, vector addition and scalar multiplication, linear dependence, matrix operations, rank, inversion, invertible matrix theorem, determinants. Use of illustrative examples related to business.

- The course outline from a previous year may be found here, for reference (please note: this year’s outline may be different):
- Lecture three hours/week plus tutorial one hour/week.

Math: Calculus with Applications to Business (Winter)
*MATH 1009 C [0.5 credit]
Prof. TBA

- The course outline from a previous year may be found here, for reference (please note: this year’s outline may be different):
- Lecture three hours/week plus tutorial one hour/week.