Understanding the Canadian Business Environment is the only ground-up Canadian text that emphasizes an analytical approach using case orientation to understanding the core material students need to be successful post-graduation.

The text takes the reader on a journey that explores the environment within which business operates—both within the Canadian context and within the global context. The reader will be introduced to a variety of perspectives, theories, and concepts that shed light on real business issues.

The aim of this book is to help facilitate the following learning goals for students:

1. To examine the context within which all businesses operate. Specifically, we consider the internal context and the external context of business and the range of unique challenges and opportunities each possesses.
2. To obtain a deeper understanding of the nature of the Canadian business environment. What differentiates Canada from other business environments? What are the major strengths and weaknesses of Canada as a place to do business? What does the future hold for Canadian business?
3. To encourage critical thinking regarding the nature of business and its environment. This text presents a range of ideas, perspectives, and conceptual frameworks for identifying and analyzing key issues in the business environment. Using these tools can assist in a fuller understanding of business issues.
4. To gain exposure to major voices and leading thinkers in the field of business and organizational studies. This book draws upon many ideas from a wide range of business scholars, experts, and practitioners.

Table of Contents

PART 1: A FRAMEWORK FOR STUDY
CHAPTER 1 EXPLORING CANADIAN BUSINESS: A CRITICAL APPROACH: What are the major challenges facing business?

PART 2: THE EXTERNAL CHALLENGES
CHAPTER 2 ECONOMIC FORCES: Oh Canada, What is Your Economy Like?
CHAPTER 3 COMPETITIVE AND TECHNOLOGICAL FORCES: How do industries evolve over time?
CHAPTER 4 GLOBAL FORCES: How is Canada Faring in the Global Village?
CHAPTER 5 POLITICAL FORCES: Where would Canadian Business be without our government?
CHAPTER 6 DOES IT MATTER?: SOCIETY, ETHICS AND BUSINESS

PART 3: THE INTERNAL CHALLENGES
CHAPTER 7 STRATEGY: How do businesses generate a successful strategy?
CHAPTER 8 LABOUR: What responsibilities do bosses have toward their employees?
CHAPTER 9 THE LEADERSHIP CHALLENGE
CHAPTER 10 DESIGNING ORGANIZATIONS FOR SUCCESS

PART 4: ADAPTATION AND CHANGE
CHAPTER 11 IS SUSTAINABILITY JUST A “BUZZWORD”?
CHAPTER 12 THE HARD LESSON OF BUSINESS: CHANGE OR VANISH
Emphasis on Critical Thinking Skills

The Context of Business will be the foundation for an introductory course in business that first introduces students to the business environment—both internal and external. The aim of this text is to provide a critical examination of the nature of business organizations and the fundamental challenges that they face within the Canadian context. The central objective is to provide insight into the business environment in Canada while encouraging students to think critically about how organizations are managed and how business leaders confront current challenges.

Emphasis on Concept Application

Each chapter sets out clearly the learning objectives for that chapter. We believe that we have set challenging but achievable learning objectives for each chapter, and we have ensured our chapters provide all the information students require to engage in a thoughtful and informed analysis of each of the topics.

Emphasis on “Real” Canadian Business Context

In addition to offering frameworks and principles central to an understanding of the context of business in general, we have endeavoured to provide an interesting and up-to-date presentation of relevant business events and business cases. We have made every effort to infuse this text with “real-life” illustrations. References are made to major business stories from across the globe. However, we are particularly interested in the Canadian context. Consequently, we focus on Canadian stories and give ample attention to current Canadian business policies and practices for the topics covered throughout this book. The end-of-chapter cases are drawn from both Canadian and global contexts. And this text was authored by Canadian scholars—it is not a Canadian adaptation of a U.S. text.

End-of-Chapter Pedagogical Features

We have included discussion questions at the end of every chapter, ranging from short answer to essay-type responses. These questions provide various levels of challenge and will ensure students have understood the issues presented in the chapter. In addition, we have included multiple-choice questions. The Instructor’s Resource Manual provides suggestions and discussions for taking up all of these end-of-chapter questions.

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