COURSE OUTLINE
Business 2257: Introduction to Business
Fall/Winter 2021/22

CONTACT INFORMATION
Richie Bloomfield
Email: rbloomfi@uwo.ca
Student Hours: Thursday 12:00 p.m. - 1:30 p.m.
Made by appointment on OWL on “Sign-up” tab.
Website: https://owl.uwo.ca

CLASS INFORMATION

COURSE DESCRIPTION
This course presumes no prior knowledge of business administration. It is required by other faculties for some of their programs and is the only university prerequisite for entrance into the Honors Business Administration program at Ivey Business School. Students will learn how to develop financial statements and assess their uses and limitations. Students will also learn various quantitative and qualitative decision-making tools and apply these tools using case studies. An emphasis will be placed on smaller businesses and the course will be highlighted by an entrepreneurial feasibility study.

LEARNING OUTCOMES
By the end of this course, students should be able to:

1. Analyze and record accounting transactions.
2. Prepare and analyze financial statements using current accounting methods.
3. Apply analytical management tools that assist in business decision-making, often with incomplete or imperfect information.
4. Assess the feasibility of undertaking a new business enterprise.
5. Demonstrate effective written and oral communication skills.
6. Demonstrate expected workplace behaviour; for example, participation, leadership, collaboration, engagement and attendance.
COURSE PREREQUISITES AND ANTIREQUISITES

Prerequisite(s)
Five university-level credits.

COURSE MATERIALS


2. Casebook — BUS 2257 e-Book Accounting & Business Analysis Full Term 2021
   ▪ The course casebook and handouts are protected under copyright law and are
     considered mandatory fees by UWO Senate and the Board of Governors.

COURSE STRUCTURE AND CONTENT

The course is divided into two segments: the first segment deals with the preparation of
financial statements; the second segment focuses on the analysis of quantitative and
qualitative data needed to make business decisions.

The Preparation of Financial Statements Segment

International financial reporting standards (IFRS) and generally accepted accounting
methods of presenting the financial condition and performance of a firm will be outlined
and discussed in a series of questions, exercises, problems and cases. In addition to
manipulating, correcting and summarizing data to produce financial statements, students
will be expected to recognize the uses and limitations of these statements.

Analysis and the recording of accounting transactions using the T-account system will be
the primary tool used in this segment of the course.

The Business Analysis and Managerial Accounting Segment

This portion of the course emphasizes the interpretation and use of the accounting
information developed in the first term. From the decision-maker’s perspective, students
are expected to analyze the financial and non-financial aspects of a given firm and to
evaluate future courses of action. This material is more subjective than the preceding
term and requires students to make decisions using incomplete and imperfect
information.

The second segment uses primarily cases based on small- to medium-sized businesses
as teaching vehicles for applying the various concepts.
TEACHING METHODOLOGY AND EXPECTATIONS OF STUDENTS

This course is taught primarily by the case method, which requires a much greater involvement of students in class than does the traditional lecture method. Students are expected to be fully engaged in the entire learning process. This means devoting time and energy to preparation before class, listening to others during class discussions and engaging in class discussions. Collective reasoning and discovery are critical to the successful application of the case method. Prior to any case discussion, engaging in discussions with (or examining notes from) others who may have already experienced the case class is a clear violation of our norms.

The workload for this course is heavy and students spend a considerable amount of time in preparing for each session since emphasis is upon day-to-day preparation for each class. Students have consistently rated Business 2257 as one of their heaviest courses.

To respect the intellectual property and integrity of materials presented in class, phones, cameras and any other recording devices are not to be used in the classroom, except where there is an approved accommodation, or the student has the prior written permission of the instructor.

Attendance at all classes in this course is required. There is no way to “make up” for a missed class. However, circumstances may arise which make it impossible for you to attend. If you are unable to attend a class, you are expected to advise your instructor in advance. Under University regulations, your instructor can determine at what point absenteeism has become excessive and approach the Dean who may prevent you from writing the summative assignment, thus preventing you from passing the course. Additionally, at the instructor’s discretion, any student who misses more than 25% of scheduled online Zoom classes will receive a class contribution grade of 0 out of 10 for the course.

EVALUATION

All components of evaluation must be completed for a student to be eligible for a passing grade in the course. There will be no reweighting of components within the course. Please note that grades cannot be adjusted on the basis of student need. Your grade in the course will be the grade that you earn based on your demonstrated understanding of the course content. Extra credit assignments are not available and exams cannot be rewritten to obtain a higher grade. Additionally, students must pass at least one of the following individual testing points to be eligible to receive a passing grade: mid-term exam, mid-year exam, or summative assignment.
### Course Outline

<table>
<thead>
<tr>
<th>Assessment Component</th>
<th>Date/Deadline</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term Exam</td>
<td>Saturday, October 16, 2021 9:00 a.m.</td>
<td>20%</td>
</tr>
<tr>
<td>Mid-year Exam</td>
<td>Saturday, November 27, 2021 9:00 a.m.</td>
<td>25%</td>
</tr>
<tr>
<td>Feasibility Study*</td>
<td>Wednesday, February 16, 2022 due by 3:00 p.m.</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>(15% written report; 5% oral presentation)</td>
<td></td>
</tr>
<tr>
<td>Summative Assignment</td>
<td>Time period TBA</td>
<td>25%</td>
</tr>
<tr>
<td>Class Contribution</td>
<td>Time period TBA</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Ten marks (of 100) of the written report mark will be deducted for the first 24 hours during which the report is late. Ten marks (of 100) of the written report mark will be deducted for the second 24 hours during which the report is late. The weekend following the due date will constitute one 24-hour period resulting in an additional penalty of 10 marks (of 100) of the written report mark. Those late reports handed in on the Monday must be submitted during administrative office hours (9:00 a.m. to 3:00 p.m.). Reports will not be accepted between Friday at 3:00 p.m. and Monday at 9:00 a.m.; therefore, any report submitted by 3:00 p.m. Friday will be reduced by 20 points of 100 and those submitted any time after 3:00 p.m. Friday and before 3:00 p.m. Monday will be reduced a total of 30 points of 100. There are no exceptions. Plan to hand in the report early; there is no penalty for being early. Reports exceeding the page limit or which are not formatted as described in “The Feasibility Study” (see First Term Casebook) will be subject to a penalty of 10 marks (of 100) of the written report mark. Specifically, a 10% penalty of the report’s worth will be applied if the word count is exceeded and a 10% penalty of the report’s worth will be applied if the number of exhibits is exceeded as specified in this same document. Additionally, any violation of the rules stated in the document “The Feasibility Study” will be subject to penalty. Students should consult their instructors if they have any doubts regarding penalties."

### EVALUATION COMPONENT DESCRIPTIONS

#### Exams and Summative Assignment

Exams will be based on all readings, assignments, and course material; consequently, not all material that students are expected to understand will be explicitly covered in class. The mid-term and mid-year exams will require students to analyze and record accounting transactions. The preparation and analysis of financial statements may also be required.

The summative assignment will consist of a case and will require students to apply analytical management tools that assist in business decision-making, often with incomplete or imperfect information.

Students may not seek any outside input or assistance in the preparation of any of the above submissions.

#### Feasibility Study
The group project integrates many concepts taught in the course. Students work in groups of six or seven people (depending on class size) to undertake a feasibility study of a new enterprise and must complete a written report and give an oral presentation to the class. Field research and investigation are necessary. The project involves a significant amount of time (outside of regular classes) during the second term. Students should be cautioned that there may be out-of-pocket costs associated with the project; however, students are encouraged to keep these costs to a minimum.

**All group members must speak during the class presentation.** Students who are absent without documentation will receive a mark of 0 out of 5 for the presentation portion of the feasibility study.

Students may not pay any person or tutorial service, workshop or other organization for assistance or advice in researching or writing the feasibility study report.

In the past, several projects have been implemented by students and have developed into successful small businesses. All projects submitted will be kept on file at Huron.

**Peer Assessment**

Group members must contribute their time, knowledge and skills fairly to the group project. In most circumstances, all members of the group will receive the same grade for the group project component. Formal peer feedback will be collected for the project and will comprise 10% of the final grade for the project.

Each group member will be expected to submit formal peer feedback for each other group member. This process is not intended to reward those students who have superior knowledge in a particular field or to penalize those students with less, but rather is to acknowledge contribution to the group process and the final product. Each student's project grade will be calculated according to this formula:

\[
\text{Overall Report Grade} = \left( \frac{\text{Report Grade} \times 0.90}{\text{Report evaluation component}} \right) + \left( \frac{\text{Report Grade} \times \left[ \frac{\text{Avg. Peer Eval. Score}}{10} \right] \times 0.10}{\text{Peer evaluation component}} \right)
\]

The peer evaluation forms will be available to students via OWL following the deadline for the activity. Students will have an adequate amount of time to reflect on their entire experience before submitting their evaluations. Grades will NOT be released until all students have submitted feedback.

In extreme cases, where it appears that a group member has contributed substantially less than others in the group, the instructor will likely seek more information from each group member. If the instructor concludes that a student has not contributed adequately, the instructor can set up repercussions that may include (but are not limited to) requiring the low contributing student to do a make-up report/activity or giving a grade of zero for the specific component. Also, if the instructor believes that the peer evaluation process
has not been completed in a fair manner (i.e., in good faith), the instructor may choose to disregard the submitted peer evaluations and make a final evaluation of the activity without peer input. The instructor may apply a penalty to those involved in submitting unfair evaluations.

**Class Contribution**

Contribution by each and every student is a cornerstone of any effective case method learning experience. Active class involvement augments the learning experience, increases assimilation of material and stimulates the level of class discussion. Students’ contributions to this course are initiated through thorough class preparation. Cases should be analyzed, related to readings, lectures and experience. Contribution is expected to be relevant to the current discussion and includes answering questions, volunteering answers, advancing the discussion to a new issue, developing one side of an argument, clarifying difficult concepts and asking questions pertinent to the topic. Students should be prepared to start the class, lead the discussion, develop agendas and suggest topics of importance. Just as important is listening attentively to your classmates and critiquing ideas constructively.

Contribution grades will incorporate attendance and participation in classes and completion through WileyPLUS and OWL assignments.

**SCHEDULE OF CLASSES**

Detailed schedules outlining each session’s topic, assigned readings, textbook/case study assignment material, etc. will be available in OWL.

**UNIVERSITY RESOURCES**

To contact Huron Student Support Services, please email huronsss@uwo.ca.

Students who are in emotional/mental distress should refer to the Huron’s wellness and safety resources at https://huronatwestern.ca/wellness-services/wellness-safety/. Western’s health and wellness resources (http://www.uwo.ca/uwocom/mentalhealth/) also provide a list of options about how to obtain help.

Additional crisis support can be found at https://www.uwo.ca/health/crisis.html.

**ACADEMIC POLICIES**

Please refer to the attached appendix that outlines various academic policies and other important information.
Appendix to Course Outlines: Academic Policies & Regulations 2021 - 2022

Prerequisite and Antirequisite Information
Students are responsible for ensuring that they have successfully completed all course prerequisites and that they have not completed any course antirequisites. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Pandemic Contingency
In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, typically using a combination of synchronous instruction (i.e., at the times indicated in the timetable) and asynchronous material (e.g., posted on OWL for students to view at their convenience). Any remaining assessments will also be conducted online at the discretion of the course instructor. In the unlikely event that changes to the grading scheme are necessary, these changes will be clearly communicated as soon as possible.

Student Code of Conduct
Membership in the community of Huron University College and Western University implies acceptance by every student of the principle of respect for the rights, responsibilities, dignity and well-being of others and a readiness to support an environment conducive to the intellectual and personal growth of all who study, work and live within it. Upon registration, students assume the responsibilities that such registration entails. While in the physical or online classroom, students are expected to behave in a manner that supports the learning environment of others. Please review the Student Code of Conduct at: https://huronatwestern.ca/sites/default/files/Res%20Life/Student%20Code%20of%20Conduct%20Revised%20September%202019.pdf.

Attendance Regulations for Examinations
A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations:

1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year.

2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Review the policy on Attendance Regulations for Examinations here: https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf.
Statement on Academic Offences
Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf. The appeals process is also outlined in this policy as well as more generally at the following website: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/appealsundergrad.pdf.

Turnitin.com
All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (http://www.turnitin.com).

Statement on Use of Electronic Devices
It is not appropriate to use electronic devices (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and distracting to other students and to the instructor, and can inhibit learning. Students are expected to respect the classroom environment and to refrain from inappropriate use of technology and other electronic devices in class.

Statement on Use of Personal Response Systems ("Clickers")
Personal Response Systems ("clickers") may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:
- the use of somebody else’s clicker in class constitutes a scholastic offence
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

Academic Consideration for Missed Work
Students who are seeking academic consideration for missed work during the semester may submit a self-reported absence form online provided that the absence is 48 hours or less and the other conditions specified in the Senate policy at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf are met.

Students whose absences are expected to last longer than 48 hours, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a Student Medical Certificate (for illness) or other appropriate documentation (for compassionate grounds). The Student Medical Certificate is available online at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic responsibilities missed during their absence. Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.

Students who have conditions for which academic accommodation is appropriate, such as disabilities or ongoing or chronic health conditions, should work with Accessible Education Services to determine appropriate forms of accommodation. Further details concerning policies and procedures may be found at: http://academicsupport.uwo.ca/.
Policy on Academic Consideration for a Medical/ Non-Medical Absence

(a) Consideration on Medical Grounds for assignments worth less than 10% of final grade: Consult Instructor Directly and Contact Academic Advising

When seeking consideration on medical grounds for assignments worth less than 10% of the final course grade, and if the student has exceeded the maximum number of permissible Self-Reported absences, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor may require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. If documentation is requested, the student will need to complete and submit the Student Medical Certificate. The instructor may not collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

(b) Consideration on Non-Medical Grounds: Consult Huron Support Services/Academic Advising, or email huronsss@uwo.ca.

Students seeking academic consideration for a non-medical absence (e.g. varsity sports, religious, compassionate, or bereavement) will be required to provide appropriate documentation where the conditions for a Self-Reported Absence have not been met, including where the student has exceeded the maximum number of permissible Self-Reported. All consideration requests must include a completed Consideration Request Form. Late penalties may apply at the discretion of the instructor.

Please review the full policy on Academic Consideration for medical and non-medical absence at: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf. Consult Huron Academic Advising at huronsss@uwo.ca for any further questions or information.

Support Services
For advice on course selections, degree requirements, and for assistance with requests for medical accommodation, students should email an Academic Advisor in Huron’s Student Support Services at huronsss@uwo.ca. An outline of the range of services offered is found on the Huron website at: https://huronatwestern.ca/student-life/student-services/.

Department Chairs, Program Directors and Coordinators are also able to answer questions about individual programs. Contact information can be found on the Huron website at: https://huronatwestern.ca/contact/faculty-staff-directory/.

If you think that you are too far behind to catch up or that your workload is not manageable, you should consult your Academic Advisor. If you are considering reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Advising website, https://huronatwestern.ca/student-life/student-services/academic-advising/ or review the list of official Sessional Dates on the Academic Calendar, available here: http://www.westerncalendar.uwo.ca/SessionalDates.cfm.

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. Note that dropping a course may affect OSAP and/or Scholarship/Bursary eligibility.
Huron Student Support Services: https://huronatwestern.ca/student-life/student-services/
Office of the Registrar: https://registrar.uwo.ca/
Student Quick Reference Guide: https://huronatwestern.ca/student-life/student-services/#1
Academic Support & Engagement: http://academicsupport.uwo.ca/
Huron University College Student Council: https://huronatwestern.ca/student-life/beyond-classroom/hucsc/
Western USC: http://westernusc.ca/your-services/#studentservices

**Mental Health & Wellness Support at Huron and Western**
University students may encounter setbacks from time to time that can impact academic performance. Huron offers a variety of services that are here to support your success and wellbeing. Please visit https://huronatwestern.ca/student-life-campus/student-services/wellness-safety for more information or contact staff directly:

Wellness Services: huronwellness@huron.uwo.ca
Community Safety Office: safety@huron.uwo.ca
Chaplaincy: gthorne@huron.uwo.ca

Additional supports for Health and Wellness may be found and accessed at Western through, https://www.uwo.ca/health/.