

## Huron Brief Course Outlines

Fall/Winter 2023-2024

**Course Title:** Business 1220E: Introduction to Business

**Course Number and Section**

BUSINESS

1220E - 552

**Instructor Name(s):** Richie Bloomfield

**Instructor Email(s):** rbloomfi@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

### Course Description:

This introductory survey course assumes no prior knowledge of business. Business 1220E requires no prerequisites. Although not a requirement for Ivey's HBA Business Program, Business 1220E offers an excellent overview of the Ivey case teaching method. This course is also serves as an introduction to the primary functional areas of study within the broader study of management and organizational studies.

### Learning Outcomes:

Identify business administration fundamentals: Finance, Marketing, Operations, Organizational Behaviour, and General Management.

Demonstrate skills for effective problem-solving. To do this, students will learn basic analytical tools (e.g., projections, break-evens, cost/benefit analysis, etc.) and then be required to apply these tools to problems, using case methodology.

Apply decision-making with imperfect information under time constraints.

Utilize effective communication skills, both oral and written.

Project financial statements.

Assess the risk of a business venture.

Recommend a marketing, operations, and organizational behaviour strategy

Collaborate effectively in a team environment

### Textbooks and Course Materials:

Course Pack: Making Business Decisions: Text and Cases, 2023-2024, Grasby, Crossan, Bloomfield, Miller, Frost, Haywood-Farmer, Pearce & Purdy. Huron and King's Edition PART I and II  
Please note our casebook is different than the one used at Western and there are TWO casebooks. Part I for the first semester and Part II for the second semester.

The casebook must be purchased through The Book Store at Western once it is published in early September. IMPORTANT NOTE: previous years cannot be used as a substitute for the current edition. Students are required to own the newest edition to receive the course credit per copyright rules.

The course casebook and handouts are protected under copyright law and are considered mandatory fees by Western Senate and Board of Governors.

### Methods of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Finance Take-Home Report	October 29, 2023 11:55pm	20%
Marketing Group Presentation	In class: December 5 – 7, 2023	15%
Operations Exam	February 3, 2024 1:00pm – 5:00pm	15%
Organizational Behaviour Group Report	March 7, 2024 11:55pm	10%
General Management Exam	Final Examination Period, TBD	30%
Class Contribution	Ongoing	10%
Research Participation	Completed by April 5, 2024	--

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.