



COURSE OUTLINE

Business 1220E: Introduction to Business

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.

COURSE TIMETABLE

Section 550 – 9:30am – 10:30am, Mon, Wed, Fri. Room – W116

Section 551 – 12:30pm – 1:30pm, Mon, Wed, Fri. Room – W116

Section 552 – 2:30pm – 3:30pm, Mon, Wed, Fri. Room – W116

Business 1220E Instructor

Richie Bloomfield
Room OR 145 , Huron University College
Phone 519-438-7224 x327
Email rbloomfi@uwo.ca
Office Hours: 11:00am – 12:00pm Mon, Wed, Fri.

COURSE OBJECTIVES

1. To present an introductory course in business administration and to offer students an exposure to Finance, Marketing, Operations, Organizational Behaviour, and General Management.
2. To provide students with the opportunity to develop 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.
3. To provide students with the opportunity to practise decision-making with imperfect information under time constraints.
4. To develop communication skills, both oral and written.
5. To provide an overview of the first year of the HBA and MBA programs at the Ivey Business School.
6. To give students exposure to research in business.

COURSE STRUCTURE AND CONTENT

The course is taught in five units: Financial Management, Marketing Management, Operations Management, Organizational Behaviour, and General Management. In each unit, students will examine and discuss a broad range of business cases involving situations where analysis and decision making are required. Students write a test (or exam) or a report at the end of each unit. Students are also required to participate in a mandatory research component.

While students are expected to learn about the problems that managers face, the major benefit of the course is an understanding of the environment in which managers make decisions. Students will learn some of what is involved in good and bad judgment. Above all, they will develop the capacity to make sound decisions based on the available information. The course stresses the importance of making timely decisions, often with imperfect information.

Not all material that the student is expected to understand will be explicitly covered in class.

COURSE MATERIALS

Course Pack: *Making Business Decisions: Text and Cases, Tenth Edition*, Grasby, Crossan, Frost, Haywood-Farmer, Pearce & Purdy. Ivey Management Services, 2017.

Huron 1 Read Program: *Gender Failure*, Ivan Coyote, & Rae Spoon. Arsenal Pulp Press, 2014.

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

Up-to-date information on class assignments, reports, exams, and research participation is provided on the Business 1220E OWL site: <https://owl.uwo.ca/>.

TEACHING METHODOLOGY AND EXPECTATIONS

This course is taught primarily by the case method, which requires a much greater involvement of the student in class than does the traditional lecture method. Students will analyse the case individually in preparation for the class discussion. In the classroom, the instructor will act as discussion leader, with emphasis on students' active participation. The very nature of the case discussion approach demands a high level of **attendance, preparation, and contribution in class.**

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. 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.*

Detailed note-taking during class can often be distracting for others and counterproductive to your own learning. Instead, try to be selective in taking notes during class. It is a good idea to consolidate what you have learned at the end of each class or at the end of the day.

Talking privately with classmates or using a computer during class is not conducive to your own learning, and violates our norms. Please ensure your cell phone is turned off when in class.

Attendance

Attendance at all classes in this course is expected; however, circumstances may arise which make it impossible for you to attend. For example, if you are unable to attend a class due to health-related or other compelling reasons, you are expected to advise your instructor in advance. Under University regulations, your instructor can determine at which point absenteeism has become excessive and thus can prevent you from passing the course. **At the discretion of individual instructors, any student who misses more than 25 per cent of scheduled classes will receive a class contribution grade of 0 out of 10 for the course.**

Appointments

If you wish to meet with your instructor, you can approach your instructor after class, see the instructor during the designated weekly office hours, or send an e-mail to your instructor to set up a mutually convenient time. Instructors' office locations, e-mail addresses, telephone numbers and office hours can be found on the Business 1220E OWL site: <https://owl.uwo.ca/>.

Evaluation

All components of evaluation (tests, reports, exam, and research participation as noted below) must be completed for a student to be eligible for a passing grade in the course. Students must pass at least one of the following individual timed testing points to be eligible to receive a passing grade: finance test, operations test, general management (final) examination. Reports submitted after ten business days of the due date will not

be accepted, resulting in failure of the course. There will be no re-weighting of components within the course. Late penalties will be applied to all reports and will be clearly defined on cover pages of the reports.

Evaluation of the student is achieved through two mid-term tests, two written reports, a final examination, class contribution, and participation in research. The weightings of the graded requirements are listed below:

<u>Segment</u>	<u>Date (tentative)</u>	<u>Weighting</u>
Finance Test	November 4, 2017	20%
Marketing Report	Due: December 8, 2017	15%
Operations Test	February 3, 2018	15%
Organizational Behaviour Group Report	Due: March 7, 2018	10%
General Management Examination	Final Exam Period	30%
Class Contribution	Ongoing	<u>10%</u>
TOTAL		100%

Evaluation Component Descriptions

Business 1220E is an essay course; consequently, the content of all testing vehicles (tests, reports, and the final exam) must include the universally acknowledged standard of correct English usage (spelling, points of grammar, syntax, style, and the choice of words). Additionally, all testing vehicles must be written clearly and concisely, developing an argument that supports the conclusions drawn from the analysis.

Class Contribution

Class 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' contribution to this course is initiated through thorough class preparation. Cases should be analysed, 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. Just as important is listening attentively to your classmates and critiquing ideas constructively. Class contribution may also include assignments, hand-ins, group evaluations, and prompt attendance.

Financial Management Test

The Financial Management test will be a case analysis and will cover the Financial Accounting and the Financial Management units.

Marketing Management Report

The Marketing Management report must be completed individually. The report will be a case analysis and will cover the Marketing Management unit.

Students may not pay for consultation or advice in the preparation of the Marketing report.

Operations Management Test

The Operations Management test will be a case analysis and will cover the Operations Management unit.

Organizational Behaviour Report

The Organizational Behaviour report will be a group report based on a case analysis, covering the Organizational Behaviour unit. If it is brought to the attention of an instructor that a student has not contributed sufficiently to the Organizational Behaviour group report, the student may receive a grade penalty. This grade penalty will be at the discretion of the instructor and may be based on feedback received from other group members.

Students may not pay for consultation or advice in the preparation of the Organizational Behaviour report.

General Management Exam

The General Management exam will be a comprehensive case analysis covering all units of the course, scheduled during the final exam period.

Students booking flights for the holidays are advised not to book a flight during the examination period in December and April (Check your calendar for specific dates).

Pre-Business Policy for Tests and Examinations

Once students have written a test or examination they are committed to the mark earned.

Please seek assistance from your academic counselling office regarding reasonable grounds for writing a Business 1220E Make-up Exam.

For UWO Policy on Accommodation for Medical Illness see:

www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf.

Use of Electronic Devices

An electronic calculator may be used in a mid-term or a final examination provided the electronic instrument used performs calculation functions only. The use of a cell phone, for example, to perform calculations in the examination room is not permitted.

Scholastic Offences, Plagiarism and Collusion

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

Plagiarism is the submission of work that is in whole or in part someone else's work (including, but not limited to, text, calculations and exhibits), which you claim as your own. Students must write their assignments, essays, reports, exams, etc. in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by using proper references such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar).

All required case exams and reports may be subject to submission for similarity review to the commercial plagiarism detection software under licence to the University for the detection of plagiarism. All papers submitted 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 in effect between The University of Western Ontario and Turnitin.com (www.turnitin.com).

Students may not pay for consultation or advice in the preparation of the Marketing or Organizational Behaviour reports.

UNIVERSITY RESOURCES

The website for the Office of the Registrar is <http://www.registrar.uwo.ca/>. Students may also wish to contact Student Development Services at <http://www.sdc.uwo.ca/>. Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

CONTACTS

Pre-Business Faculty Directors

Julie Gosse, Room 2315J, Somerville House; phone 519-661-3253 or email jgosse@ivey.ca.

Ian Dunn, Room 2315F, Somerville House; phone 519-661-3205 or email idunn@ivey.ca.



Appendix to Course Outlines

Prerequisite Information

Students are responsible for ensuring that they have successfully completed all course prerequisites. Unless you have either the requisites for this course or written special permission from your Provost and Dean to enrol 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.

Conduct of Students in Classes, Lectures, and Seminars

Membership in the community of Huron University College and the University of Western Ontario 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. The academic and social privileges granted to each student are conditional upon the fulfillment of these responsibilities.

In the classroom, students are expected to behave in a manner that supports the learning environment of others. Students can avoid any unnecessary disruption of the class by arriving in sufficient time to be seated and ready for the start of the class, by remaining silent while the professor is speaking or another student has the floor, and by taking care of personal needs prior to the start of class. If a student is late, or knows that he/she will have to leave class early, be courteous: sit in an aisle seat and enter and leave quietly.

Please see the *Code of Student Rights and Responsibilities* at:

<http://www.huronuc.ca/CurrentStudents/StudentLifeandSupportServices/StudentDiscipline>

Technology

It is not appropriate to use technology (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and is 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.

Academic Accommodation for Medical/Non-Medical Grounds

Students who require special accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at:

http://www.sdc.uwo.ca/ssd/?requesting_acc

- (a) **Medical Grounds for assignments worth 10% or more of final grade: Go Directly to Academic Advising**

University Senate policy, which can be found at

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf,

requires that all student requests for accommodation on medical grounds for assignments worth 10% or more of the final grade be made directly to the academic advising office of the home faculty (for Huron students, the “home faculty” is Huron), with supporting documentation in the form (minimally) of the Senate-approved Student Medical Certificate found at: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform_15JUN.pdf.

The documentation is submitted in confidence and will not be shown to instructors. 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. The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Provost and Dean. The instructor’s decision is appealable to the Provost and Dean.

(b) Accommodation on Medical Grounds for assignments worth less than 10% of final grade: Consult Instructor Directly

When seeking accommodation on medical grounds for assignments worth less than 10% of the final course grade, 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. 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. The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Provost and Dean. The instructor’s decision is appealable to the Provost and Dean.

(c) Non-medical Grounds: Consult Instructor Directly

Where the grounds for seeking accommodation are not medical, the student should contact the instructor directly. Late penalties may apply at the discretion of the instructor. Apart from the exception noted below, academic advisors will not be involved in the process of accommodation for non-medical reasons.

Where a student seeks accommodation on non-medical grounds where confidentiality is a concern, the student should approach an academic advisor with any documentation available. The advisors will contact the instructor after the student’s request is received, and will outline the severity and duration of the challenge without breaching confidence. The student will be informed that the instructor has been notified that significant circumstances are affecting or have affected the student’s ability to complete work, and the student will be instructed to work as quickly as possible with the instructor on an agreement for accommodation. Before denying a request for accommodation where documentation has been submitted to an academic advisor, the instructor will consult with the Provost and Dean. The instructor’s decision is appealable to the Provost and Dean.

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 Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Statement on Academic Integrity

The International Centre for Academic Integrity defines academic integrity as "a commitment, even in the face of adversity, to five fundamental values: honesty, trust, fairness, respect, and responsibility. From these values flow principles of behaviour that enable academic communities to translate ideals to action." (CAI Fundamental Values Project, 1999).

A lack of academic integrity is indicated by such behaviours as the following:

Cheating on tests;

Fraudulent submissions online;
Plagiarism in papers submitted (including failure to cite and piecing together unattributed sources);
Unauthorized resubmission of course work to a different course;
Helping someone else cheat;
Unauthorized collaboration;
Fabrication of results or sources;
Purchasing work and representing it as one's own.

Academic Integrity: Importance and Impact

Being at university means engaging with a variety of communities in the pursuit and sharing of knowledge and understanding in ways that are clear, respectful, efficient, and productive. University communities have established norms of academic integrity to ensure responsible, honest, and ethical behavior in the academic work of the university, which is best done when sources of ideas are properly and fully acknowledged and when responsibility for ideas is fully and accurately represented.

In the academic sphere, unacknowledged use of another's work or ideas is not only an offence against the community of scholars and an obstacle to academic productivity. It may also be understood as fraud and may constitute an infringement of legal copyright.

A university is a place for fulfilling one's potential and challenging oneself, and this means rising to challenges rather than finding ways around them. The achievements in an individual's university studies can only be fairly evaluated quantitatively through true and honest representation of the actual learning done by the student. Equity in assessment for all students is ensured through fair representation of the efforts by each.

Acting with integrity at university constitutes a good set of practices for maintaining integrity in later life. Offences against academic integrity are therefore taken very seriously as part of the university's work in preparing students to serve, lead, and innovate in the world at large.

A university degree is a significant investment of an individual's, and the public's, time, energies, and resources in the future, and habits of academic integrity protect that investment by preserving the university's reputation and ensuring public confidence in higher education.

Students found guilty of plagiarism will suffer consequences ranging from a grade reduction to failure in the course to expulsion from the university. In addition, a formal letter documenting the offence will be filed in the Provost and Dean's Office, and this record of the offence will be retained in the Provost and Dean's Office for the duration of the student's academic career at Huron University College.

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.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

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.

Policy on Special Needs

Students who require special accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at:

http://www.sdc.uwo.ca/ssd/?requesting_acc

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 Provost and 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 Provost and Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Provost and Dean of the Faculty offering the course will communicate that decision to the Provost and Dean of the Faculty of registration.

Class Cancellations

In the event of a cancellation of class, every effort will be made to post that information on the Huron website,

<http://www.huronuc.ca/AccessibilityInfo> (“Class Cancellations”).

Mental Health @ Western

Students who are in emotional/mental distress should refer to Mental Health @ Western

<http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Academic Advising

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation [see above], students should contact an Academic Advisor in Huron’s Student Support Services (huronsss@uwo.ca). An outline of the range of services offered is found on the Huron website at:

<http://www.huronuc.ca/CurrentStudents/AcademicAdvisorsandServices>

Department Chairs and Program Directors and Coordinators are also able to answer questions about their individual programs. Their contact information can be found on the Huron website at:

<http://www.huronuc.ca/Academics/FacultyofArtsandSocialScience>