

**BUSINESS 2257  
ACCOUNTING AND BUSINESS ANALYSIS  
2021-2022**

**CONTACT INFORMATION**

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Student Hours: Thursday 1:00 p.m. - 2:00 p.m.  
Made by appointment on OWL  
Website: <https://owl.uwo.ca>

**CLASS INFORMATION**

**Section 553**  
Tuesday and Thursday  
10:30 a.m. - 12:00 p.m.  
Room W12

**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

1. Textbook — *WileyPLUS Next Gen Financial Accounting*, 8th Canadian Edition  
ISBN: 9781119614197
  - Also available in hardcopy (SKU: 9781119614289).
2. Casebook — *BUS 2257 Accounting & Business Analysis*  
ISBN: 88000101658
  - The course casebook and handouts are protected under copyright law and are considered mandatory fees by UWO Senate and the Board of Governors.
3. T-account Pad

## 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.

In the event that public health authorities require a shift in the delivery of the course, **any of the remote learning sessions for this course may be recorded.** The data captured during these recordings may include your image, voice recordings, chat logs and personal identifiers (name displayed on the screen). The recordings will be used for educational purposes related to this course, including evaluations. The recordings may be disclosed to other individuals under special circumstances. Please contact the instructor if you have any concerns related to session recordings.

Avoid using your computer for personal activities such as reading/writing email, writing letters, surfing the Web, playing games, etc. during classes. To respect the intellectual property and integrity of materials presented in class, phones, screen capture tools, cameras and any other recording devices and software are not to be used in the classroom, except where recording is an approved accommodation, or the student has the prior written permission of the instructor.

Attendance to 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 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 tests 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: midterm test, midyear test, or final examination.

Midterm Test	Saturday, October 16, 2021 (9:00 a.m. ET)	20%
Midyear Test	Saturday, November 27, 2021 (9:00 a.m. ET)	25%
Feasibility Study*	Wednesday, February 16, 2022 (due by 3:00 p.m. ET) (15% written report; 5% oral presentation)	20%
Final Examination	April Examination Period	25%
Class Contribution		<u>10%</u>
		100%

\* *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 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

### Tests and Final Examination

Tests 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 midterm and midyear tests will require students to analyze and record accounting transactions. The preparation and analysis of financial statements may also be required.

The final examination 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.

### Remote Proctoring

All testing points are currently scheduled to take place in person, with no requirement for remote proctoring. In the event that public health authorities require a shift in the delivery of the course,

testing points may occur remotely using Western's pre-authorized remote proctoring solutions. One or both of Zoom and the remote proctoring service, Proctorio, will be utilized.

When Zoom is used for exam invigilation, you will be required to keep your camera and microphone on for the entire session, hold up your student card for identification purposes and share your screen with the invigilator if asked to do so at any time during the exam. The exam session using Zoom will not be recorded. Please note that Zoom servers are located outside Canada. If you would prefer to use only your first name or a nickname to login to Zoom, please provide this information to the instructor in advance of the exam.

Proctorio will require you to provide personal information. The session will be recorded. By taking this course, you are consenting to the use of this software.

More information about remote proctoring is available at the following link:

<https://remoteproctoring.uwo.ca>

Completion of this course will require you to have a reliable internet connection and a device that meets the system and technical requirements for both Zoom and Proctorio. Information about the system and technical requirements are available at the following links:

<https://support.zoom.us/hc/en-us>

<https://proctorio.com/support/requirements>

### **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. In the event that a group feels that there was grossly unequal contribution to the final product, a student in the group may request to submit formal peer feedback. If a request is made,

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:

$$\underbrace{(Report\ Grade \times 90\%)}_{\text{Report evaluation component}} + \underbrace{\left( Report\ Grade \times \left[ \frac{Avg.\ Peer\ Eval.\ Score}{10} \right] \times 10\% \right)}_{\text{Peer evaluation component}} = Overall\ Report\ Grade$$

A student may request a peer feedback form by emailing their instructor. The instructor will then make the peer evaluation form available to all members of that group. Students will have an adequate amount of time to reflect on their entire experience before submitting their evaluations on OWL. Grades will NOT be released until all members of the group 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.

### **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](mailto: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/health/>) 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%20-%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](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](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](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](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](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](mailto: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](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf). Consult [Huron Academic Advising](#) at [huronsss@uwo.ca](mailto: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](mailto: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](mailto:huronwellness@huron.uwo.ca)

Community Safety Office: [safety@huron.uwo.ca](mailto:safety@huron.uwo.ca)

Chaplaincy: [gthorne@huron.uwo.ca](mailto:gthorne@huron.uwo.ca)

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