

Brief Course Outline

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

Course Number and Section:

BUSINESS

1220E 551

Instructor Name(s): Shahin Pardhan

Instructor Email(s): spardha4@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, 2024-2025, Bloomfield, Miller, Haywood-Farmer, Pearce. Huron University 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.

Methods Of Evaluation:

| Assignment | Due Date mm/dd/yy | Weight - % |
|---------------------------------------|-------------------------------|------------|
| Finance Take-Home Report | Due: October 27, 11:55pm | 20% |
| Marketing Group Presentation | In class: December 3-5 | 15% |
| Operations Exam | February 1, 1:00pm – 5:00pm | 15% |
| Organizational Behaviour Group Report | Due: March 6, 11:55pm | 10% |
| General Management Exam | Final Examination Period, TBD | 30% |
| Class Contribution | Ongoing | 10% |
| Research Participation | Completed by April 4, 2025 | -- |

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

Wednesday, July 31, 2024