

Brief Course Outline

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

Course Number and Section

BUSINESS

1220E 552

Instructor Name(s): Richard Bloomfield

Instructor Email(s): rbloomfi@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL Brightspace 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 has no prerequisites and is a core requirement for management and organizational studies (MOS) specializations at Huron. Although not a requirement for Ivey's HBA Business Program, Business 1220E offers an excellent overview of the Ivey case teaching method. This course also serves as an introduction to the primary functional areas of study within MOS.

Learning Outcomes: one outcome per entry

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, 2026-2027, Bloomfield, Miller, Nicolaas. Affiliates University Edition PART I & II – Please note our casebook is different than the one used at Western and there are TWO casebooks purchased together. Part I for the first semester and Part II for the second semester.

The expected total cost is \$170.

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: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Finance Exam	November 7, 9:00am – 1:00pm	20%
Marketing Group Presentation	In class: December 3 - 8	15%
Operations Exam	January 30, 1:00pm – 5:00pm	15%
Organizational Behaviour Group Report	Due: March 8, 11:55pm	10%
General Management Exam	Final Examination Period, TBD	30%
Class Contribution	Ongoing	10%
Research Participation	Completed by April 8, 2027	--

Wednesday, August 5, 2026

Huron Brief Course Outline 2026/27

In-course Costs \$170.00

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook’s publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].

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