

Brief Course Outline

Course Title:	Business 2257: Accounting and Business Analysis	
Course Number and Section	BUSINESS	2257 556
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 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 Honours 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: one outcome per entry

Analyze and record accounting transactions.

Prepare and analyze financial statements using current accounting methods.

Apply analytical management tools that assist in business decision-making, often with incomplete or imperfect information.

Demonstrate effective written and oral communication skills.

Demonstrate expected workplace behaviour; for example: participation, leadership, collaboration, engagement, and attendance.

Textbooks and Course Materials:

- 1) Textbook – WileyPLUS Next Gen Financial Accounting, 9th Canadian Edition - \$70.00 + HST
- 2) Casebook – BUS 2257 Part 1 - Approx. \$160 + HST
- 3) Casebook – BUS 2257 Part 2 – Approx. \$120 + HST
- 3) Optional: Super-T Pad (Estimated \$10 + HST).

Total cost of required course materials is estimated at \$350 + HST. This information is an estimate and is subject to change. This information is presented in accordance with Ontario Bill 166.

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Midterm Test	10/24/2026	20%
Midyear test	December Exam Period	25%
Feasibility Study	February 2027	20%
Final Test	April Exam Period	25%
Contribution	Ongoing	10%

Thursday, August 6, 2026

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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.