



COURSE OUTLINE

Business 1220E: Introduction to Business Intersession 2026

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 also serves as an introduction to the primary functional areas of study within the broader study of management and organizational studies.

Business 1220E Instructor

Joe Gilvesy

Email: jgilves@uwo.ca

Virtual Class Time: 9:30am – 12:30pm Mon – Thurs.

Zoom Online Office Hours: 1:00-2:00pm, Mon – Thurs

COURSE LEARNING OUTCOMES

1. Identify business administration fundamentals: Finance, Marketing, Operations, Organizational Behaviour, and General Management.
2. 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.
3. Apply decision-making with imperfect information under time constraints.
4. Utilize effective communication skills, both oral and written.
5. Project financial statements.
6. Assess the risk of a business venture.
7. Recommend a marketing, operations, and organizational behaviour strategy
8. Collaborate effectively in a team environment

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.

While students are expected to learn much 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, Huron University Edition Intersession 2026, Bloomfield, Haywood-Farmer, and Miller.

The course pack is available through the Western Bookstore in print or E-book format. It's cost is approximately \$130-\$180, depending on the version you choose.

https://bookstore.uwo.ca/textbook-search?campus=HC&term=B2026&courses%5B0%5D=550_HC/BUS1220E

IMPORTANT NOTE: previous years' textbooks cannot be used as a substitute for the current edition of the casebook. Students are required to own the newest edition in order to receive the course credit per copyright rules.

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

Information on class assignments, and final exam is provided on the Business 1220E OWL site: westernu.brightspace.com

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 analyze 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 classroom conduct. **To respect intellectual property and integrity of materials presented in class, phones, cameras, and any other recording device are not to be used in the classroom. Recording/screenshotting lectures and/or slides without the explicit knowledge of the lecturer is strictly forbidden.***

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 distracting for others, is not conducive to your own learning, and violates our norms. Please ensure your cell phone is turned off when in class.

Expectation of students

The following details the recommend methodology for completing each unit.

- A. Review introductory reading material, introductory summary documents on OWL and ask questions during introductory class discussions.
- B. Complete a case as assigned in the assignment schedule (feel free to collaborate with others in the course) before reviewing the material again.
- C. Attend the class session corresponding to the case and attempt to contribute to the discussion.
- D. Repeat for each case in the schedule.
- E. Complete the assigned testing point for the unit.

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% 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 (I will stay on the Zoom call after the class ends), or send an e-mail to your instructor to set up a mutually convenient time. Instructors' office locations, e-mail addresses, and office hours can be found on the Business 1220E OWL site: www.westernu.brightspace.com

Evaluation

All components of evaluation (tests, reports, and exam 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 two 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; typically, 10% per 24-hour period plus an additional 5% for the first hour after the deadline. The penalties will be clearly defined on the cover page of the reports.*

Evaluation of the student is achieved through two mid-term take home exams, two written reports, a final take home examination, and class contribution. The weightings of the graded requirements are:

<u>Segment</u>	<u>Accept until Date</u>	<u>Weighting</u>
Finance Take-home Exam	May 24, 6:00 p.m. ET	20%
Marketing Presentations	May 31, 6:00pm ET	15%
Operations Take-home Exam	June 7, 6:00 p.m. ET	15%
Organizational Behaviour Group Report	June 14, 6:00 p.m. ET	10%
General Management Take-Home Exam	June 21, 6:00 p.m. ET	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.

During classes held on Zoom students should be prepared to raise their hand virtually.

*****Students may not pay for consultation or advice in the preparation of any testing point. Sharing answers with classmates, or using a classmates' answer also qualifies as cheating.*****

All assignments (reports, exams, etc.) must be authored from an original document using a Microsoft Word account registered to the student. Microsoft Word is available free to all students by visiting myoffice.uwo.ca. Documents submitted with registrations affiliated to anyone other than the student may be taken as evidence of collaboration or plagiarism. Only Microsoft Word documents will be acceptable upload submissions (i.e. do not submit pdf documents). If a student is required to resubmit due to improper document formatting, late penalties will be calculated from the time the properly formatted document is submitted.

Financial Management Take Home Exam

The Financial Management take home exam will be a case analysis and will cover the Financial Accounting unit, with a specific focus on projecting financial statements, and assessing the risk of a business venture.

Marketing Management Presentation

The Marketing Management presentation will be completed in small groups over the course of a week. The report will apply the core concepts learned in the Marketing Management unit, with a specific focus on internal (corporate capabilities) and external (PEST, competitive, consumer) qualitative analysis, as well as choosing a target market while aligning the 4P's of marketing (Product, Placement, Price, Promotion) to recommend a strategy to the firm. Given the time allowance, students are expected to deliver higher quality content, professionalism, and argumentation.

Operations Management Take Home Exam

The Operations Management take home exam will be a case analysis and will cover the Operations Management unit. Specifically, it will focus on understanding a task analysis (customer needs), bottlenecks in production, and trade-off financial analysis.

Organizational Behaviour Report:

The Organizational Behaviour Report will be a group report based on a case analysis, covering content from the Organizational Behaviour Unit. You are responsible for getting yourself into a group of 5-8 students from your section. Ten marks (out of 100) of the final report mark will be deducted for the first 24 hours during which the report is late. Another

ten marks will be deducted for each additional 24-hour period that the report is late. Reports submitted ten business days or more after the due date will not be accepted, resulting in failure of the course. I expect that every group member will contribute equally to the completion of the Group Report. However, in the unlikely and unfortunate case in which one (or more) member of the group does not contribute equally, that member may receive a grade penalty which will be at the discretion of the instructor based on documentation and feedback. Students may not pay for consultation or advice in the preparation of the Organizational Behaviour report. *If a student fails to identify that they are not in an assigned group during the assignment and approaches the instructor within 4 days of the report due date, the student will receive a zero on the report, no student may complete the assignment individually.*

General Management Take Home Exam

The General Management report will be a comprehensive case analysis covering all units of the course. It will be comprehensive, but not exhaustive. That is, not every single item in the previous units will be tested again. This will be an opportunity to consolidate your learnings from the course and provide a higher-level strategic recommendation to a company. This report is

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:

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https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_under_grad.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 any of the reports.

Generative Artificial Intelligence Use

The use of Artificial Intelligence (AI) tools for outlining and editing assignments is permissible. These AI-driven tools can assist in structuring your work and improving its coherence. **However, the use of AI for any other aspects of assignments, such as content creation, analysis, or answering questions, is strictly prohibited.** The primary objective of assignments is to assess your understanding, critical thinking, and subject-specific skills. Therefore, AI should not be employed in a manner that undermines these learning objectives. Any violation of this directive will be considered a breach of academic integrity and subject to appropriate action as outlined in the university's policies. It is essential to use AI tools responsibly and ensure that your contributions to assignments are reflective of your own efforts and learning journey.

UNIVERSITY RESOURCES

Students may wish to access registrar and wellness supports which can be found here: <https://huronatwestern.ca/student-life-campus/student-services>.

CHAIR, MANAGEMENT AND ORGANIZATIONAL STUDIES

Srikanth Ramani

sramani@huron.uwo.ca

BUSINESS FOUNDATIONS 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: Academic Policies & Regulations Summer 2026

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](#).

Statement on Gender-Based Sexual Violence

Huron University is committed to building and maintaining a safe learning and working environment. As an institution and community, we are committed to working collaboratively with leaders, students, faculty, and staff to address gender-based sexual violence through prevention and response efforts.

As an academic community who cares for each other and the world, gender-based violence is unacceptable and will not be tolerated. In partnership with community members, Huron will strive towards a campus that is free from gender-based violence in all forms by creating a culture of consent, gender inclusivity, anti-oppression and support, and establishing respectful policies, processes, and support that reinforce this commitment.

Huron recognizes that a culture change regarding gender-based sexual violence requires ongoing commitment from the entire community. It takes time, persistence, and active engagement from everyone to achieve our goal. Huron remains committed to working to end gender-based and sexual violence on our campus and within our larger Western community.

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.

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: [Academic Calendar - Western University \(uwo.ca\)](#)

Statement on Scholastic Offences

Scholastic Offences are taken seriously, and students who have committed an act of academic dishonesty should expect significant consequences for their actions. Students are directed to read the policy on [Scholastic Discipline for Undergraduate Students](#), specifically, the definition of what constitutes a Scholastic Offence. The appeals process is outlined in the Scholastic Discipline policy as well as in the general policy on [Undergraduate Student Academic Appeals](#).

All University policies apply to the use of **Generative Artificial Intelligence**. Plagiarism is defined as “copying or stealing another’s words or ideas and attributing them as one’s own.” Plagiarism includes, but is not limited to, the unauthorized use of generative artificial intelligence to create content that is submitted as one's own. Use of Generative AI tools (such as ChatGPT) in a way that violates the rules of the course syllabus is a Scholastic Offence.

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, tablets, 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

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

Students must familiarize themselves with the Policy on Academic Consideration – Undergraduate Students in First Entry Programs found [here](#). As applicable, students should also review the policy for Accommodation for Religious Holidays found [here](#).

Students missing course work for medical, compassionate or extenuating circumstances can request academic consideration by completing a request at the central academic consideration portal. Students are permitted one academic consideration request per course per term without supporting documentation. Note that supporting documentation is **always** required for academic consideration requests for examinations scheduled by the Office of the Registrar (e.g. December and April exams) and for practical laboratory and performance tests typically scheduled during the last week of the term. Students should also note that the instructor may designate one assessment per course per term that requires supporting documentation. Additionally, an instructor may deny academic consideration for any assessment that is not required in the calculation of the final grade or where there is already flexibility in the submission timeframe. Please refer to the course outline for details regarding these specific assessments (as applicable).

Please note that any academic considerations granted in this course will be determined by the instructor of this course, in consultation with the academic advisors in your Faculty

of Registration, in accordance with information presented in this course outline. Supporting documentation for academic considerations for absences due to illness should use the Student Medical Certificate (found [here](#)) or, where that is not possible, equivalent documentation by a health care practitioner.

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. An outline of the range of services offered is found on the Huron website at: <https://huronu.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: [Faculty and Staff Directory - Huron University](#).

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, [Academic Advising - Huron University](#) , or review the list of official [Sessional Dates](#) on the Academic Calendar.

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: [Student Services - Huron University](#)

Student Quick Reference Guide: [Student Services - Huron University](#)

Academic Support & Engagement: <http://academicssupport.uwo.ca/>

Huron University College Student Council: [Huron University College Students Council - Huron University](#)

Western USC: <http://westernusc.ca/your-services/#studentservices>

Western Office of the Registrar: <https://registrar.uwo.ca/>

Wellness and Health Supports 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. All Huron staff and faculty have received training on responding to disclosures of Gender-Based Sexual Violence (GBSV); students should know that the Community Safety Office is a resource for survivors, providing support and, if desired, guidance while referring them to the further supports that they may require. Please visit [Wellness & Safety - Huron University](#) for more information or contact staff directly:

Wellness Information links: <https://linktr.ee/huronwellness>

Appointment request form: <https://huron.emhware.ca/self-referral>

Wellness Services: huronwellness@huron.uwo.ca

Community Safety Office: safety@huron.uwo.ca

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

Western Calendar - Policy Pages - [Academic Calendar - Western University \(uwo.ca\)](#)