



COURSE OUTLINE

Business 1220E: Introduction to Business

Fall/Winter 2020/21

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.

Course Timetable

Section 551 – 3:30pm – 5:30pm, Mon, Wed. Online (Zoom)

Section 553 – 1:30pm – 3:00pm, Mon, Wed. Online (Zoom)

Business 1220E Instructor

Richie Bloomfield

Room A20 Huron University College

Email rbloomfi@uwo.ca

Office Hours: Thursday 10:30am – 11:30am or by appointment (Zoom)

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.

Business 1220E provides an overview of the first year of the HBA and MBA programs at Ivey Business School.

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, 2020-2021*, Grasby, Crossan, Frost, Haywood-Farmer, Pearce & Purdy. Ivey Publishing.

The casebook can be purchased online through the UWO bookstore's website, once it is published in early September. IMPORTANT NOTE: previous years' textbooks can not 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.

Up-to-date information on class assignments, reports, tests and final exam is provided on the Business 1220E OWL site: <https://owl.uwo.ca>

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 the course, recording is not permitted during class sessions.*

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 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 video lectures and ask questions during introductory Zoom 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. Watch the pre-recorded video lecture corresponding to that case. (This will be 40% of the classes)
- D. Attend the live Zoom discussion session corresponding to the case. (This will be 60% of the classes)
- E. Repeat for each case in the schedule. All sessions will be recorded and available for reference until the unit is complete.
- F. 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: <https://owl.uwo.ca>.

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 ten 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, class contribution. The weightings of the graded requirements are:

<u>Segment</u>	<u>Date</u>	<u>Weighting</u>
Finance Take Home Exam	October 24, 2020	20%
Marketing Report	Due: December 9, 2020	15%
Operations Take Home Exam	January 30, 2021	15%
Organizational Behaviour Group Report	Due: March 3, 2021	10%
General Management Take Home Exam	Final Examination Period, TBD	30%
Class Contribution	Ongoing	10%
TOTAL		100%

Evaluation Component Descriptions

Business 1220E is an essay course; consequently, the content of all testing vehicles (tests, reports, and the final report) 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, and contribute to the discussion using a microphone, chat box, interactive poll, or email. I will do my best to make this as equitable as possible.

Student lead discussions – Twice during the semester students will be assigned a topic for discussion and students will be expected to address this topic during the Zoom discussion session. The two topic discussions together will be worth 25% of the contribution grade.

Pre-Business Policy for Tests and Examinations

Once students have written a test or examination they are committed to the mark earned.

Please seek assistance from your academic advising office regarding reasonable grounds for writing a Business 1220E Make-up Exam.

*****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 Report

The Marketing Management report will be a case report completed independently. The report will cover the Marketing Management unit, with a specific focus on internal (corporate capabilities, KSFs) 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.

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 6 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 1 week 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.

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:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.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.

UNIVERSITY RESOURCES

Students may wish to access registrar and wellness supports which can be found here:

<https://huronatwestern.ca/student-life-campus/student-services>.

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.



The Appendix to Course Outlines is posted on the OWL course site.