



## **COURSE OUTLINE**

### **Business 1220E: Introduction to Business Intercession 2022**

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.

#### **Business 1220E Instructor**

Alexander Miller  
Room A118, Huron University College  
Email [amill64@uwo.ca](mailto:amill64@uwo.ca)

#### **Student Hours:**

By appointment only (can be made for in person or virtual): Noon each day

#### **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 DESCRIPTION**

Business Administration 1220E, offered by the Ivey Business School, gives students from all faculties the opportunity to learn business fundamentals in finance, marketing, operations, organizational behavior and general management. The course is delivered using Ivey's renowned case method, which challenges students to learn by doing, within an active class environment of no more than 85 students. Students explore real business issues, make management decisions, defend their position, and take action. This course will be particularly appealing to those students who want a glimpse of Ivey's unique learning experience.

*Anti-requisite(s):* Business Administration 1299E, Business Administration 2295F/G, Business Administration 2299E, the former Business Administration 1220, the former Business Administration 2299.

#### **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.

Students must have a viable Internet connection that is able to support programs like Zoom and must be able to attend remote discussions during these set times. Students will also be required to use Microsoft word for assignments

## **Online Teaching Methodology and 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 discussion.
- B. Complete a case for the unit at home before reviewing the material.
- C. Watch the video lecture corresponding to that case.
- D. Attend the Zoom discussion session corresponding to the case.
- E. Repeat for each case in the schedule.
- F. Complete the assigned testing point for the unit.

## **COURSE MATERIALS**

Course Pack: BUS1220E E-BOOK INTRODUCTION TO BUSINESS 2022 AFFILIATES SUMMER

*The casebook must 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 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**

Questions of a non-personal nature should be asked during the weekly discussion sessions. It is preferred that questions about course content or course structure be asked during class sessions for the benefit of your peers. Questions may also be submitted via email; I attempt to answer emails in the order received however please be aware responses will likely not be instant. It is preferred that students attempt to ask a question via email first before attending office hours as Zoom sessions / office hours can be set up as the situation necessitates.

If you would like to discuss something personal, please contact me through email. You can also visit me during my office hours by making an appointment with me via email. If those times do not work for you, we can set up another meeting at a mutually convenient time. If you would prefer to meet virtually over Zoom a meeting can be booked via email. I check email and OWL daily Monday through Friday between the hours of 10:00 am and 9:00 pm. **I generally do not check OWL during the weekend, so plan accordingly.**

### **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 exams, two written reports, a final examination, class contribution. The weightings of the graded requirements are:

<u>Segment</u>	<u>Date</u>	<u>Weighting</u>
Finance Report	Assigned, after class May 27th, due May 30th @ 11:59pm and accepted without penalty until June 2nd @ 11:59pm	20%
Marketing Group Presentation	In Class Presentation June 6 <sup>th</sup>	20%
Operations Exam	June 10 <sup>th</sup> , 9:30am – 1:30pm	20%
General Management Report	Final report: Assigned June 17th, Due June 20th @ 11:59pm with automatic extension until June 24th @11:59pm	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 analyzed, 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.

**Financial Management Report:** The Financial Management Report will be a case analysis and will cover the financial accounting and financial management content. The report must be completed individually.

**Marketing Management Group Presentation:** The Marketing Management Group Presentation will be a case analysis and will cover an introduction to marketing. The case will outline several marketing decisions facing a business and groups will create a 10-minute presentation outlining the marketing strategy they believe is best for the business. All group members are expected to contribute to the preparation of the presentation, however not all are required to present. However, in the unlikely and unfortunate case in which one (or more) member of the group does not contribute in the preparation 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 report.

**Operations Exam:** The Operations Management exam will be a case analysis and will cover the content from the Operations Management Unit.

**General Management Final Report:** The General Management Final Report will be a comprehensive case analysis covering all units of the course and will be a cumulative report.

## 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 reports 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](http://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 Exam

The Financial Management 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 Exam

The Operations Management 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.

#### General Management 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.

### **Evaluation Policies**

You must complete all evaluation components to pass the course. There will be no reweighting of components unless you have received an academic accommodation. Grades will not be adjusted on the basis of need. Your mark in the course will be the mark that you earn based on your demonstrating understanding of course content. Extra credit assignments are not available, and assignments cannot be rewritten to obtain a higher mark. Once you have completed an assignment, you are committed to the mark earned.

A late penalty of 10 per cent will be deducted for each 24-hour period during which an assignment is late unless academic accommodation is received. All assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All assignments submitted for such checking will be included as source documents in the reference database to detect plagiarism of assignments 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>).

Extensions are never granted for this course, any student needing accommodation will be provided a new case with a new timeframe for completion. It is the BUS course policy to provide an extra grace period after the due date for reports known as the accept until date. This added grace period is designed to compensate for the inability to offer minor extensions, however, please be aware that SRAs do not apply to accept until dates and must be applied at the actual due date of the assignment.

### **Assignment Authoring**

All assignments to be uploaded to OWL 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](http://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.

All testing points, except for the Organizational Behaviour Group Report, must be completed individually. Any consultation with other students or individuals will result in a grade of zero. With the exception of the organizational behaviour group report, all exams / reports submitted electronically must be prepared using a singular electronic device.

### **Pandemic Contingency**

In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, typically using a combination of synchronous instruction (i.e., at the times indicated in the timetable) and asynchronous material (e.g., posted on OWL for students to view at their convenience). Any remaining assessments will also be conducted online at the discretion of the course instructor. In the unlikely event that changes to the grading scheme are necessary, these changes will be clearly communicated as soon as possible.

### **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](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](http://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>.

### **CHAIR, MANAGEMENT AND ORGANIZATIONAL STUDIES**

Bill Irwin, phone: 519.438.7224x614 email: [birwin6@uwo.ca](mailto:birwin6@uwo.ca)

## **Appendix to Course Outlines: Academic Policies & Regulations Summer 2022**

### **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:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/exam/attendance.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf).

### **Statement on Academic Offences**

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](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf). The

appeals process is also outlined in this policy as well as more generally at the following website:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/appealsundergrad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/appealsundergrad.pdf).

### **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, 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**

Students who are seeking academic consideration for missed work during the semester may submit a self-reported absence form online provided that the absence is **48 hours or less** and the other conditions specified in the Senate policy at

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf) are met.

Students whose absences are expected to last **longer than 48 hours**, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a Student Medical Certificate (for illness) or other appropriate documentation (for compassionate grounds). The Student Medical Certificate is available online at

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf).

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://academicssupport.uwo.ca/>.

### **Policy on Academic Consideration for a Medical/ Non-Medical Absence**

- (a) **Consideration on Medical Grounds for assignments worth *less than 10%* of final grade:  
**Consult Instructor Directly and Contact Academic Advising****

When seeking consideration on **medical grounds** for assignments worth *less than 10%* of the final course grade, and if the student has exceeded the maximum number of permissible Self-Reported absences, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor **may** require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. If documentation is requested, the student will need to complete and submit the **Student Medical Certificate**. The instructor may **not** collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.



**(b) Consideration on Non-Medical Grounds: Consult Huron Support Services/Academic Advising, or email [huronsss@uwo.ca](mailto:huronsss@uwo.ca).**

Students seeking academic consideration for a **non-medical** absence (e.g. varsity sports, religious, compassionate, or bereavement) will be required to provide appropriate documentation where the conditions for a Self-Reported Absence have not been met, including where the student has exceeded the maximum number of permissible Self-Reported. All consideration requests must include a completed [Consideration Request Form](#). Late penalties may apply at the discretion of the instructor.

Please review the full policy on Academic Consideration for medical and non-medical absence at: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf). Consult [Huron Academic Advising](#) at [huronsss@uwo.ca](mailto:huronsss@uwo.ca) for any further questions or information.

**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](mailto:huronsss@uwo.ca). An outline of the range of services offered is found on the Huron website at: <https://huronatwestern.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: <https://huronatwestern.ca/contact/faculty-staff-directory/>.

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, <https://huronatwestern.ca/student-life/student-services/academic-advising/> or review the list of official Sessional Dates on the Academic Calendar, available here: <http://www.westerncalendar.uwo.ca/SessionalDates.cfm>.

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

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

Student Quick Reference Guide: <https://huronatwestern.ca/student-life/student-services/#1>

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

Huron University College Student Council: <https://huronatwestern.ca/student-life/beyond-classroom/hucsc/>

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

**Mental Health & Wellness Support 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. Please visit <https://huronatwestern.ca/student-life-campus/student-services/wellness-safety> for more information or contact staff directly:

Wellness Services: [huronwellness@huron.uwo.ca](mailto:huronwellness@huron.uwo.ca)

Community Safety Office: [safety@huron.uwo.ca](mailto:safety@huron.uwo.ca)

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

