



COURSE OUTLINE

Business 2257: Introduction to Business Fall/Winter 2021/22

Course Timetable

Section 550 – 9:30am – 11:00am, Mon, Wed Room V210

Section 552 – 3:30pm – 5:00pm, Tues, Thurs. Room V210

Section 554 – 10:30am – 12:00pm, Tues, Thurs. Room V210

Business 2257 Instructor

Alexander Miller

Room A118, Huron University College

Email amill64@uwo.ca

Student Hours:

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

Tuesday 2:30-3:30 or 5 – 6:30pm

Wednesday 12:30-1:30 or 5-6:30pm

Thursday 2:30-3:30 or 5 – 6:30pm

COURSE LEARNING OUTCOMES

1. Introduce students to the current methods used in developing financial statements.
2. To provide students with an introduction to the analytical management tools that assist business decision-making.
3. To provide students with the opportunity to practise decision-making with imperfect information under time constraints and increase problem-solving capabilities.
4. To further develop and improve communication skills, both oral and written.
5. Provide a common base of knowledge as a building block for the first year of the under-graduate business program.
6. Provide a foundation of business knowledge as required for various other degree programs at Western (e.g., Management and Organizational Studies [MOS]).

COURSE DESCRIPTION

Prerequisite for entry to Honors Business Administration (HBA). Course Divisions: (1) Financial Accounting – development of financial statements, and the assessment of their uses and limitations. (2) Business Analysis and Management Accounting – using case studies with an emphasis on smaller businesses, students learn various quantitative decision-making tools highlighted by an entrepreneurial feasibility study.

Prerequisite(s): Five (5) courses at University level

Antirequisite(s): Business 2295F/G

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

COURSE STRUCTURE AND CONTENT

The course is divided into two segments: the first term deals with the preparation of financial statements; the second term focuses on the analysis of quantitative and qualitative data needed to make business decisions.

The Preparation of Financial Statements Segment (First Term)

Generally accepted accounting methods of presenting the financial condition and performance of a firm will be outlined and discussed in a series of questions, exercises, problems and cases. In addition to manipulating, correcting and summarizing data to produce financial statements (balance sheet, income statement, etc.), students will be expected to recognize the uses and limitations of these statements. Analysis and recording of accounting transactions using the T-account system will be the primary tool used in this segment of the course.

The Business Analysis and Managerial Accounting Segment (Second Term)

This portion of the course emphasizes the interpretation and use of the accounting information developed in the first term from the decision-maker's perspective. Students are expected to analyze the financial and non-financial aspects of a given firm and to evaluate future courses of action. This material is more subjective than the preceding term and requires students to make decisions using incomplete and imperfect information. The second term uses mostly cases based on small- to medium-sized businesses, as teaching vehicles, for applying the following concepts.

Business Planning

1. Cost Behaviour: This section involves the classification of costs according to their behaviour with respect to the sales volume of a firm. Such analysis is useful for preparing financial projections and budgets, controlling and monitoring performance, and making operating decisions. An understanding of cost behaviour is fundamental to quantitative analysis in the second term.

2. Marketing Management: The basic tenets around how to establish a marketing strategy are studied to understand the "fit" between a product or service and its intended consumers.

3. Cash Management: This section has two segments—future and past. The cash budget (future) is used to forecast cash needs and surpluses in order to help manage a firm's cash position. The statement of cash flows (past) helps answer questions about cash usage and cash sources during the past accounting period.

4. Financial Management and Planning: This section introduces ratio analysis and projected financial statements. These tools enable a manager to assess the financial condition of a firm, plan for future financing needs, and choose the proper financing sources

Managerial Accounting

Cost-volume classifications, overhead allocation rates and risk/return analysis, highlighted earlier in the course, are re-examined. Topics include the setting of retail selling prices, evaluating sub-unit performance, and assessing short-term opportunities—the differential cash flow model.

Comprehensive Cases

The course will conclude with comprehensive cases that integrate the material covered in the second term.

Note: Class assignment schedules are posted on the Business 2257 OWL site - be sure to look at the correct section.

COURSE MATERIALS

Wiley Material - binder ready package. Information to be provided.

Casebook—*Business 2257* (one volume for first term, one volume for second term).¹
Super-T Worksheets (optional, but extremely helpful).

Up-to-date information on class assignments, reports, tests and final exam is provided on the Business 2257 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 analyse 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 examination point.

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

¹ This is only available at the Bookstore and cannot be "used". The cases are protected under copyright law and are considered mandatory fees by Western Senate and the Board of Governors.

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, A feasibility reports, a final examination, class contribution. The weightings of the graded requirements are:

| Testing Points: | Date: | Weights |
|--------------------|---------------------------------------|---------|
| Midterm Test | October 16 th , 9am -1pm | 20% |
| Midyear Test | November 27 th , 9am – 1pm | 25% |
| Feasibility Report | Due Date in February 16 th | 20% |
| Final Exam | April Exam Period | 25% |
| Participation | Class Participation | 10% |

Evaluation Component Descriptions

Examinations

Four-hour case based cumulative examinations testing all accounting knowledge taught until the date of examination. Once students have written a test or examination, they are committed to the mark earned. Due to the nature of case based exams no special examinations or re-weights will be offered. Each testing point will have a singular make up exam. Students who miss the original test and make-up maybe asked to write the exam with the summer cohort.

Feasibility Study

The group project integrates many concepts taught in the course. Students work in groups to undertake a feasibility study of a new enterprise and must complete a written report and give an oral presentation to the class. Field research and investigation are necessary. The project involves a significant amount of time (outside of regular classes) during the second term. Students should be cautioned that there will be out-of-pocket costs associated with the project; however, students are encouraged to keep these costs to a minimum. In the past, several projects have been implemented by students and have developed

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.

Contribution Grading Scale

Ten point system:

- 0 Didn't show up to class
- 2-3 Only attended class but no participation
- 4-6 Participate in class surveys and banter but no real individual significant contribution
- 7-8 An exceptional insightful comment, builds well on another persons ideas, challenging questions
- 8-10 Significant analysis or exceptional comments (a real WOW)

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>).

Please be aware that only one make-up exam is available per testing point during the semester. Students who miss the exam and the make-up exam will be asked to write during the summer session.

Extensions are never granted for this course, any student needing accommodation will be provided a new case with a new timeframe for completion.

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.

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>.

CHAIR, MANAGEMENT AND ORGANIZATIONAL STUDIES

Bill Irwin, phone: 519.438.7224x614 email: birwin6@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 2021 - 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.

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.

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 at:

<https://huronatwestern.ca/sites/default/files/Res%20Life/Student%20Code%20of%20Conduct%20-%20Revised%20September%202019.pdf>.

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.

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.

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.

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 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.

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 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.**

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. Consult [Huron Academic Advising](#) at 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. 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://academicsupport.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
Community Safety Office: safety@huron.uwo.ca
Chaplaincy: gthorne@huron.uwo.ca

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