

Brief Course Outline

Course Title:	Business 2257	
Course Number and Section:	BUSINESS	2257 553
Instructor Name(s):	Alexander (A.J) Miller	
Instructor Email(s):	amill64@uwo.ca	

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

Course Description:

This course presumes no prior knowledge of business administration. It is required by other faculties for some of their programs and is the only university prerequisite for entrance into the Honors Business Administration program at Ivey Business School. Students will learn how to develop financial statements and assess their uses and limitations. Students will also learn various quantitative and qualitative decision-making tools and apply these tools using case studies. An emphasis will be placed on smaller businesses and the course will be highlighted by an entrepreneurial feasibility study.

Learning Outcomes:

Analyze and record accounting transactions.
Prepare and analyze financial statements using current accounting methods.
Apply analytical management tools that assist in business decision-making, often with incomplete or imperfect information.
Assess the feasibility of undertaking a new business enterprise.
Demonstrate effective written and oral communication skills.
Demonstrate expected workplace behaviour; for example, participation, leadership, collaboration, engagement and attendance.

Textbooks and Course Materials:

Textbook – Financial Accounting with WileyPLUS, Kimmel, 8th Canadian Edition (Required)
 Casebook – BUS 2257 Accounting and Business Analysis 2024 (Required)
 T-account Pad (Suggested)

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Midyear	December Examination Period	25

Assignment	Due Date mm/dd/yy	Weight - %
MidTerm	10/25/24	20
Feasibility Study (Written Report)	02/12/25	15
Feasibility Study (In-Class Presentation)	Early March 25	5
Contribution	Throughout	10
Final Exam	April Exam Period	25

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Friday, August 16, 2024