



COURSE OUTLINE

Business 1220E: Introduction to Business

Interession 2020

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

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Class Time: 11:00am – 12:30pm Mon – Fri. Zoom Online

Office Hours: By appointment

1. To present an introductory course in business administration and to offer students an exposure to Finance, Marketing, Operations, Organizational Behaviour, and General Management.
2. To provide students with the opportunity to develop 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. To provide students with the opportunity to practise decision-making with imperfect information under time constraints.
4. To develop communication skills, both oral and written.
5. To provide an overview of the first year of the HBA and MBA programs at Ivey Business School.

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, 2017-2018*, Grasby, Crossan, Frost, Haywood-Farmer, Pearce & Purdy. Ivey Publishing.

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 class, phones, camera and any other recording device are not to be used in the classroom.*

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.

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, see the instructor during the designated weekly office hours, or send an e-mail to your instructor to set up a mutually convenient time. Instructors' office locations, e-mail addresses, telephone numbers 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 and will be clearly defined on the cover page of the reports.

Evaluation of the student is achieved through three mid-term reports, and a final report, and class contribution. The weightings of the graded requirements are:

| <u>Segment</u> | <u>Date</u> | <u>Weighting</u> |
|---------------------------|------------------------|------------------|
| Finance Report | May 24, 6:00 p.m. | 20% |
| Marketing Report | Due: June 3, 6:00 p.m. | 20% |
| Operations Report | June 15, 6:00 p.m. | 20% |
| General Management Report | June 26, 6:00 p.m. | 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.

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 counselling office regarding reasonable grounds for writing a Business 1220E Make-up Exam.

Financial Management Report

The Financial Management Report will be a case analysis and will cover the Financial Accounting and the Financial Management units.

Students may not pay for consultation or advice in the preparation of the Finance Report.

Marketing Management Report

The Marketing Management report must be completed individually. The report will be a case analysis and will cover the Marketing Management unit.

Students may not pay for consultation or advice in the preparation of the Marketing Report.

Operations Management Report

The Operations Management Report will be a case analysis and will cover the Operations Management unit.

Students may not pay for consultation or advice in the preparation of the Operations Report.

General Management Report

The General Management report will be a comprehensive case analysis covering all units of the course.

Students may not pay for consultation or advice in the preparation of the Final Report.

Use of Electronic Devices

An electronic calculator may be used in a mid-term or a final examination provided the electronic instrument used performs calculation functions only. The use of a cell phone, for example, to perform calculations in the examination room is not permitted.

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:

http://www.uwo.ca/univsec/handbook/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 the Marketing or Organizational Behaviour reports.

UNIVERSITY RESOURCES

The website for the Office of the Registrar is <http://www.registrar.uwo.ca/>. Students may also wish to contact Student Development Services at <http://www.sdc.uwo.ca/>.

BUSINESS FOUNDATIONS DIRECTORS

Julie Gosse and Ian Dunn



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