

Brief Course Outline

Course Title: **Business 1220E: Introduction to Business**

Course Number and Section:

BUSINESS

1220E 550

Instructor Name(s): Joe Gilvesy

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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 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. This course is also serves as an introduction to the primary functional areas of study within the broader study of management and organizational studies.

Learning Outcomes:

Identify business administration fundamentals: Finance, Marketing, Operations, Organizational Behaviour, and General Management.

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.

Apply decision-making with imperfect information under time constraints.

Utilize effective communication skills, both oral and written.

Project financial statements.

Assess the risk of a business venture.

Recommend a marketing, operations, and organizational behaviour strategy

Collaborate effectively in a team environment

Textbooks and Course Materials:

Making Business Decisions: Text and Cases, Huron University Edition Intersession 2025, Bloomfield, Haywood-Farmer, and Miller.

The course pack is available through the Western Bookstore in print or E-book format. Its cost is approximately \$285.00.

IMPORTANT NOTE: previous years' textbooks cannot 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.

Information on class assignments, and final exam is provided on the Business 1220E OWL site: westernu.brightspace.com

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Finance Take-Home Exam	May 25th	20%
Marketing Report	June 1st	15%
Operations Take-Home Exam	June 8th	15%
Organizational Behaviour Group Report	June 15th	10%
General Management Take-Home Exam	June 22nd	30%
In-Class Contribution	Ongoing, each class.	10%

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

Wednesday, April 30, 2025