

## Brief Course Outline

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

**Course Number and Section:**

BUSINESS

1220E 554

**Instructor Name(s):** Joe Gilvesy

**Instructor Email(s):** jgilves@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 introductory survey course assumes no prior knowledge of business. Business 1220E has no prerequisites and is a core requirement for management and organizational studies (MOS) specializations at Huron. Although not a requirement for Ivey's HBA Business Program, Business 1220E offers an excellent overview of the Ivey case teaching method. This course also serves as an introduction to the primary functional areas of study within MOS.

### 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:**

Casebook/Course Pack: Making Business Decisions: Text and Cases, 2025-2026, Huron University Edition Part I and II. Bloomfield, Miller, Haywood-Farmer, Pearce. Available through the bookstore in early September. Please note our casebook is different than the one used at Western and consists of two parts, purchased together. Approx. \$200. IMPORTANT NOTE: previous editions cannot be used as a substitute for the current edition. Students are required to own the newest edition to receive the course credit per copyright rules.

**Methods Of Evaluation:**

| Assignment                            | Due Date mm/dd/yy                    | Weight - % |
|---------------------------------------|--------------------------------------|------------|
| Finance Exam                          | 10/25/2025                           | 20%        |
| Marketing Group Presentation          | In Class: 12/02/2025 and 12/04/2025  | 15%        |
| Operations Exam                       | 01/31/2026                           | 15%        |
| Organizational Behaviour Group Report | 03/052026                            | 10%        |
| General Management Exam               | TBD - Final Exam Period - April 2026 | 30%        |
| In-Class Contribution                 | Ongoing                              | 10%        |

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

Monday, July 28, 2025