

Brief Course Outline

Course Title: **Business 2257: Accounting and Business Analysis**

Course Number and Section:

BUSINESS

2257 550

Instructor Name(s): Richard Bloomfield

Instructor Email(s): rbloomfi@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 Honours 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.

Demonstrate effective written and oral communication skills.

Demonstrate expected workplace behaviour; for example: participation, leadership, collaboration, engagement, and attendance.

Textbooks and Course Materials:

1) Textbook – WileyPLUS Next Gen Financial Accounting, 8th Canadian Edition - \$89.00 + HST

2) Casebook – BUS 2257 Accounting and Business Analysis Fall 2025/Winter 2026 - Approx. \$275 + HST

3) Optional: Super-T Pad (Estimated \$10 + HST).

Total cost of required course materials is estimated at \$365 HST. This information is an estimate and is subject to change. This information is presented in accordance with Ontario Bill 166.

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Midterm Test	10/18/2025	20%
Midyear Test	December Exam Period	25%
Feasibility Study	February 2026	20%
Final Test	April Exam Period	25%
Contribution	Ongoing	10%

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

Wednesday, August 13, 2025