

INTRODUCTION TO BUSINESS 1220E

COURSE OUTLINE

This introductory survey course assumes no prior knowledge of business. While required for some programs in the faculties of Social Science, Health Sciences, Music and Family Studies, Business 1220E requires no prerequisites, is not a prerequisite for any other business course, and is not a requirement of the Undergraduate (HBA) Business Program.

COURSE TIMETABLE

The course timetable can be found on the Business 1220E website at <http://www.ivey.uwo.ca/academic/pre-business/Bus1220.htm>

COURSE OBJECTIVES

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 the Richard Ivey School of Business.
6. To give students exposure to research in business.

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. Students are also required to participate in a mandatory research component.

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.

COURSE MATERIALS

Course Pack: *Making Business Decisions: Text and Cases, Second Edition*, Grasby, Crossan, Frost, Haywood-Farmer, Pearce & Purdy. Ivey Management Services, 2011.

The course casebook and handouts are protected under copyright law and are considered mandatory fees by UWO Senate and the Board of Governors.

Up-to-date information on class assignments, reports exams and research participation is provided on the Business 1220E WebCT site: <http://webct.uwo.ca/> Additional information is available at the following web site: <http://www.ivey.uwo.ca/academic/pre-business/Bus1220.htm>

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 our norms.*

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 your computer during class for personal activities such as reading/writing e-mail, writing letters, surfing the Web, playing games, etc. is distracting for others, is not conducive to your own learning, and violates our norms.

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 Web site: <http://www.ivey.uwo.ca/academic/pre-business/Bus1220.htm>

EVALUATION

ALL COMPONENTS OF EVALUATION (TESTS, REPORTS, EXAM AND RESEARCH PARTICIPATION AS NOTED BELOW) MUST BE COMPLETED FOR A STUDENT TO BE ELIGIBLE FOR A PASSING GRADE IN THE COURSE. 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.

Evaluation of the student is achieved through two mid-term tests, two written reports, a final examination, class contribution and participation in research. The weightings of the graded requirements are listed below:

<u>Segment</u>	<u>Date</u>	<u>Weighting</u>
Finance Test	November 5, 2011, 1:00-5:00 p.m.	20%
Marketing Report	Due: December 7, 2011	15%
Operations Test	February 4, 2012, 1:00-5:00 p.m.	15%
Organizational Behaviour Group Report	Due: March 7, 2012	10%
General Management Exam	Final Exam Period	30%
Class Contribution	Ongoing	10%
Research Participation	Completed by April 13, 2012	—*
TOTAL		<u>100%</u>

*Six per cent penalty if not completed.

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.

Financial Management Test

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

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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. Ten marks (out of 100) of the final report mark will be deducted for the first 24 hours during which the report is late. Another ten marks will be deducted for each additional 24-hour period that the report is late. **Reports submitted ten business days or more after the due date will not be accepted, resulting in failure of the course.**

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

Operations Management Test

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

Organizational Behaviour Report

The Organizational Behaviour report will be a group report based on a case analysis, covering the Organizational Behaviour unit. Ten marks (out of 100) of the final report mark will be deducted for the first 24 hours during which the report is late. Another ten marks will be deducted for each additional 24-hour period that the report is late. **Reports submitted ten business days or more after the due date will not be accepted, resulting in failure of the course.**

Students may not pay for consultation or advice in the preparation of the Organizational Behaviour report.

General Management Exam

The General Management exam will be a comprehensive case analysis covering all units of the course, scheduled during the final exam period.

Research Participation

In addition to the tests, reports and final exam, there is a research participation requirement, as follows: Business 1220E students are required to participate in **THREE** research studies. This research participation requirement is intended to provide students with firsthand knowledge of how business research is conducted. By participating in studies, students will gain insight into one of the most important ways we learn about topics related to marketing, organizational behavior, entrepreneurship, etc. For example, research might be conducted to find out how you respond to advertising or how you negotiate in the workplace. The generous help of past students has contributed to the reputation of Richard Ivey School of Business as an important source of business research in Canada.

To participate in these research studies, you will receive e-mail notification of new studies with instructions on how to sign up. Additionally, you are advised to check the study website, as indicated in the notification e-mail, regularly for new available spots in current studies. You will need to sign up online as directed by the e-mail notification. Studies may take up to 60 minutes to complete. **Research studies must be completed by April 13, 2012.** Studies will be offered throughout the fall and spring term, but with more opportunities usually available in the spring. Alternatively, you may complete research essays to fulfil the research participation requirement of your grade. More details on this follow.

Please note that studies fill up quickly; therefore, when you receive e-mail notification of an upcoming study, it is important to sign up promptly if you are interested in participating. If you do not gain immediate access to a study, check the online signup regularly for new openings. ALL STUDENTS WILL HAVE AMPLE OPPORTUNITY TO FULFIL THE RESEARCH PARTICIPATION REQUIREMENT BY APRIL 13, 2012. If you sign up for a study and then decide not to participate, please remove your signup, as this prevents your fellow classmates from participating.

If you choose not to participate in the research studies, you can fulfil this requirement by writing review essays of 3 to 5 pages each, double spaced, on articles you choose from a management journal, such as *Harvard Business Review* or *MIT/Sloan Management Review*. These journals are available online at www.lib.uwo.ca through the library catalogue. It is YOUR RESPONSIBILITY to locate these journals. If you choose this option, the review essays must be completed and submitted by 5 p.m. on April 18, 2012, to room 2N24 IBS. Review essays will **NOT** be accepted after April 18, 2012 under any circumstances. The choice of management journal and article is up to you. For example, the topic of your research essay may be structured as a review and/or critique of the article. The details for the research essay are flexible and at your discretion, as each article chosen by a student may be substantially different and, therefore, benefit from a different and more tailored essay topic. It is up to you to determine the topic based on the article you choose. PLEASE INCLUDE YOUR STUDENT ID NUMBER ON THE ESSAY.

Failure to complete three research credits will result in a deduction of 6% from your final grade, or a deduction of up to 2% for each uncompleted credit. Please note that you may complete any combination of studies and research essays to fulfil the research participation component of your grade. For example, you may complete 3 studies OR 2 studies and 1 research essay OR 1 study and 2 research essays OR 3 research essays. The choice is up to you.

***** You may participate in each study only ONCE to receive credit for the study. For example, if you complete study 44 twice then you would only receive credit for this study once, NOT credit for two research studies. Credit for your research essay(s) will not show up on Experimetrix but will be accounted for in your final grade.*****

The research participation requirement (including all review essays) is coordinated by Caroline Whitehead at the Richard Ivey School of Business, iveyresearchprogram@live.ca, who is to be contacted on all questions about the research participation requirement.

Pre-Business Policy for Tests and Examinations

Once students have written a test or examination they are committed to the mark earned.

For UWO Policy on Accommodation for Medical Illness, see:

www.uwo.ca/univsec/handbook/appeals/accommodation_medical.pdf. For a student medical certificate, see: www.uwo.ca/univsec/handbook/appeals/medicalform.pdf.

Reasonable Grounds for Writing a Business 1220E Make-up Exam:

1. **Medical or Compassionate:** Students seeking academic accommodation for any missed tests, exams, participation components and/or assignments worth 10% or more of their final grade must apply to the academic counselling office of their home faculty and provide documentation. Academic accommodation cannot be granted by the instructor or department but please alert your instructor that you have followed this procedure.

2. **Religious:** UWO Academic Policy requires students who, for religious reasons, are unable to write mid-term tests on a Sabbath or holy day provide written notice to their instructors within 48 hours of the **announcement** of the date of the mid-term test. In the case of final examinations students must give notice of this fact in writing to their Deans as early as possible in the academic year, but not later than March 1 (i.e., approximately two weeks after the posting of the final examination schedule).
3. **Extra-curricular:** Travel arrangements, club or sport commitments, other than those cited below, are **not** valid reasons for allowing a student to write a make-up test, report or exam.

Exceptions:

(Lecturers must be notified at least 2 weeks prior to a test.)

- a. Students who participate on a recognized UWO varsity athletic team or club (see list below).
- b. Students who compete in a sport at a level higher than Varsity.

Recognized Varsity Sports and Clubs

Varsity Sports Teams

Badminton	Rowing
Baseball	Rugby
Basketball	Soccer
Cross Country	Squash
Curling	Swimming
Fencing	(not Synchronized Swimming)
Field Hockey (Women)	Tennis
Figure Skating	Track & Field
Football	Volleyball
Golf	Water Polo
Hockey	Wrestling
Lacrosse (Women)	

Varsity Clubs

Cheerleading	Debating Club members
Lacrosse (Men)	participating in out-of-town debates
Softball (Women)	Marching Band

Situations not outlined above will be assessed on a case-by-case basis.

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.

STUDENTS BOOKING FLIGHTS FOR THE HOLIDAYS ARE ADVISED NOT TO BOOK A FLIGHT DURING THE EXAMINATION PERIOD IN DECEMBER AND APRIL (CHECK YOUR CALENDAR FOR SPECIFIC DATES).

SCHOLASTIC OFFENCES AND PLAGIARISM

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/scholoff.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/index.cfm>. Students may also wish to contact Student Development Services at <http://www.sdc.uwo.ca/>.

CONTACT

For more information, contact: Denise Ritchie, Room 349, Health Sciences Building; phone 519 661-3853 or e-mail dritchie@ivey.ca.

PRE-BUSINESS DIRECTOR

Elizabeth M. A. Grasby

ADDENDUM TO COURSE OUTLINE

STUDENT CODE OF PROFESSIONAL CONDUCT

Every student is expected to comply with the Student Code of Professional Conduct. The objective of this code is to promote the development of responsible business leaders by adhering to the highest standards of academic integrity, conduct and trust.

Sanctions for noncompliance range from a warning or reprimand to expulsion from the University and legal action.

Students are expected:

1. To represent themselves honestly in all communications, including interviews, research proposals and other correspondence.
2. To respect the views of others during class discussions.
3. To foster a positive learning environment for all individuals, irrespective of their gender, race, etc., as outlined in the Ontario Human Rights Code and Western's Non-Discrimination/Harassment Policy.
4. To conduct themselves honestly and fairly in executing their assignments, avoiding any actions which might be construed as having potential for gaining unfair advantage. Such actions include, but may not be limited to: observing the work of others during examinations; bringing unauthorized materials

into the classroom or examination room; having unauthorized communications or discussions with other students during an examination; misrepresenting the originality of one's in-class or written work.

5. To respect the integrity and confidentiality of materials, data, and the real and intellectual property of others gathered during class projects or research studies, making sure that any such materials or property are not used for commercial or personal gain without prior permission of the owners. This standard includes, but is not limited to: divulging confidential information obtained from a company; using contacts made in a company to further one's own interests at the expense of the company; removing or destroying corporate records, files or documents; using for commercial gain any material provided by Ivey for educational purposes; removing or destroying any information, materials or property belonging to any other individual or the Ivey Business School.
6. To respect and adhere to all policies of the university relating to student conduct. Alleged breaches of this Code of Professional Conduct will be investigated under the appropriate University policy.¹

Name (please print)

Signature

Student No.

¹ Such University policies include:

The Code of Behavior for Use of Computer Resources and Corporate Data: <http://www.uwo.ca/univsec/mapp/section1/mapp113.pdf>

The Non-Discrimination/Harassment Policy: <http://www.uwo.ca/univsec/mapp/section1/mapp135.pdf>

The Scholastic Offence Policy: <http://www.uwo.ca/univsec/handbook/appeals/scholoff.pdf>

The Student Code of Conduct: <http://www.uwo.ca/univsec/board/code.pdf>