

## **COURSE OUTLINE 2017-2018**

### **Business 2299E: Business for Engineers**

This introductory survey course assumes no prior knowledge of business theory. It has been specifically designed for engineering students.

#### **COURSE OBJECTIVES**

1. To present an introductory course in Business Administration that offers exposure in the following areas: Engineering Economics & Project Management, Finance, Marketing, Operations, Organizational Behaviour, General Management, and Entrepreneurship.
2. To develop an appreciation for the difference between the technical, quantifiable world of engineering and the uncertain socio-economic world of business.
3. To provide the student with the skills for effective problem solving and the opportunity to practise making decisions with imperfect information under time constraints.
4. To develop both written and oral communication skills.
5. To instil an entrepreneurial spirit in graduating engineering science students.

#### **TEACHING METHODOLOGY**

The course is taught using a combination of lectures and case method. The case method requires a much greater involvement of the student in class than does the traditional lecture method. Students will analyze cases individually for class discussion. In the classroom, the instructor will act as a discussion leader. The very nature of the case discussion approach demands a high level of attendance, preparation, and participation.

#### **COURSE STRUCTURE AND CONTENT**

Students will examine and discuss a broad range of business cases involving situations where analysis and decision-making are required. While students are expected to learn basic business theory, the major benefit of the course is an understanding of the business environment in which decisions are made. Students will learn some of what is involved in good and bad judgment. Above all, they will develop the capacity for forming sound decisions on the basis of the information available. The course continually stresses the importance of making decisions, making them promptly, and making them on the basis of imperfect information.

The course is taught in five units: Financial Management, Marketing Management, Engineering Economics, 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.

## COURSE MATERIALS

Case Package: Business for Engineers 2299E for 2017/2018

## EVALUATION

ALL COMPONENTS OF EVALUATION (EXAMS AND REPORTS AS NOTED BELOW) MUST BE COMPLETED FOR A STUDENT TO BE ELIGIBLE FOR A PASSING GRADE. THERE WILL BE NO RE-WEIGHTING OF COMPONENTS WITHIN THE COURSE.

Segment	Date (tentative)	Weighting
Financial Management Test	November 3, 2017	20%
Marketing Report	Posted Nov. 10, Due Dec. 8	10%
Engineering Economics Test	February 3, 2018	20%
Organizational Behaviour Report	Posted Feb. 9, Due March 16	10%
General Management Exam	Final Exam Period	25 or 30%
Class Contribution*	Ongoing	10 or 15%

\*Class contribution may include class participation, presentations, attendance, and selected hand-in assignments.

***Penalties will be assessed on all reports handed in late. Ten marks (of 100) will be deducted every 24 hours after the deadline. Weekends will count as one 24 hr period.***

### Financial Management Test

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

### 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.

### Economics Engineering Test

The Engineering Economics test will be a case analysis and will cover the Engineering Economics unit.

### Organizational Behaviour Report

The Organizational Behaviour report will be a group report based on a case analysis, covering the Organizational Behaviour unit. If it is brought to the attention of an instructor that a student has not contributed sufficiently to the Organizational Behaviour group report, the student may receive a grade penalty. This grade penalty will be at the discretion of the instructor and may be based on feedback received from other group members. 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.

The General Management exam and the Class Contribution components will be weighted for each student individually within the ranges given. The weighting that provides the highest final grade will be chosen.

## **Medical or Compassionate Accommodation**

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 engineering academic counselling office and provide documentation. Academic accommodation cannot be granted by the instructor or department but please alert your instructor that you have followed this procedure.

For UWO Policy on Accommodation for Medical Illness

see: [www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf)

## **Plagiarism**

Students must write their essays and assignments 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 proper referencing 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](http://www.turnitin.com)).

## **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/> or student support services at <http://westernusc.ca/services/>. Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

## **INSTRUCTOR**

**Dave House**, P.Eng.  
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**Coordinator:** Clarissa Reynolds, ext. 83853, creynolds@ivey.ca

## **PRE-BUSINESS PROGRAM DIRECTORS**

Julie Gosse, Room 2315J, Somerville House; phone 519-661-3253 or email [jgosse@ivey.ca](mailto:jgosse@ivey.ca).

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