

COURSE OUTLINE - 2018

Business 2295F: Business Basics for the Sciences

This introductory survey course assumes no prior knowledge of business. This course has been specifically designed to provide students pursuing modules offered by the Faculties of Science, Health Sciences or the Schulich School of Medicine and Dentistry, an introduction to the basics of finance, marketing and intellectual property using Ivey's renowned case method of teaching.

COURSE OBJECTIVES

1. To expose the student to financial management and marketing management.
2. To provide an understanding of how business operates and how the individual employee fits into the larger business organization.
3. To develop an appreciation for the difference between the technical, quantifiable world of science and the uncertain socio-economic world of business.
4. To provide the student with the skills for effective problem-solving and the opportunity to practise making decisions with imperfect information and under time constraints.
5. To develop both written and oral communication skills.

TEACHING METHODOLOGY

The course is taught using the case method. The case method requires a much greater degree of preparation and class involvement from the student than does the traditional lecture method. Prior to class, students must analyze cases individually. In the classroom, with the instructor acting as a discussion leader, students are expected to participate in the class discussion. The very nature of the case method demands a high level of student attendance, preparation, and class contribution.

COURSE STRUCTURE AND CONTENT

Students examine and discuss a broad range of business case issues requiring analysis and decision-making. 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 develop the capacity for forming sound decisions on the basis of the information available. The course continuously stresses the importance of making timely decisions and making them on the basis of imperfect information.

- **Financial Management:** This module provides an understanding of the financial basics of a business. It covers the statement of earnings and the balance sheet, the importance of cash, the evaluation of financial performance, and risk analysis.
- **Marketing Management:** Students will gain an appreciation of marketing through analysis of corporate capabilities, customer characteristics, the competition, as well as political, economic, social and technological trends. This analysis will be used to develop promotion, price, product, and placement recommendations.

COURSE MATERIALS

Case Package: Business Basics for the Sciences 2295F/G for 2018 & 2019

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

EVALUATION

ALL COMPONENTS OF EVALUATION (TESTS, QUIZZES, 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
Finance Quiz 1 (in class)	September 24, 2018	10%
Finance Quiz 2 (in class)	October 15, 2018	15%
Finance Midterm Test	November 3, 2018	30%
Marketing Report	Assigned Nov 5, Due Dec 7	30%
Class Contribution*	Ongoing	10%
Float		5%

*Class contribution may include case preparation, frequency and quality of discussion, and attendance. The 5% float will be added to reweight one of the following evaluations: the midterm test, the marketing report or to class contribution based on which will give the student the highest final grade. It will not be used to reweight either Quiz.

Business Foundations Policy for Tests and Examinations

Once students have written a test or examination they are committed to the mark earned. If, on medical or compassionate grounds, a student is unable to write a term test or final examination, the student must consult with the instructor prior to the scheduled time of the test or examination.

For Western University 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.

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. Please alert your instructor that you have followed this procedure. Academic accommodation cannot be granted by your instructor or the Business Foundations department.

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).

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

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BUSINESS FOUNDATIONS PROGRAM DIRECTORS

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