

## COURSE OUTLINE - 2019

### 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 & accounting, marketing and intellectual property using Ivey's renowned case method of teaching.

#### COURSE TIMETABLE

The course timetable can be found on the Business 2295F OWL site.

#### LEARNING OUTCOMES

1. To expose the student to financial & accounting 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.
6. To provide a foundation of knowledge for increased success in future business studies (Business 2257).

#### 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 & Accounting 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 2019 & 2020

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

## ATTENDANCE

Attendance at all classes in this course is required. There is no way to “make up” for a missed class.

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 per cent of scheduled classes will receive a class contribution grade of 0 out of 10 for the course. If absenteeism has exceeded 25 per cent of scheduled classes, your absences will be reported to the Dean’s Designate, one of the Business Foundations Program Directors, after due warning has been given. You may not be eligible to write the final exam/report. This UWO policy is outlined at: [https://www.uwo.ca/univsec/pdf/academic\\_policies/exam/attendance.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf)

### Allowable Absences

Ivey recognizes that students may experience unexpected life events that can make it challenging to attend class. For such events, students will be given two allowable class absences during the course (no documentation required). To ensure consistency for every student, the two lowest contribution classes will be removed in calculating final contribution grades.

### Self-Reported Absences

On rare occasion, serious circumstances may arise which could make it impossible for you to attend. Students who experience an illness, injury or extenuating circumstance (48 hours or less) that is sufficiently severe to temporarily render them unable to meet academic requirements (e.g., attending class) should self-declare using the University’s **online Self-Reported Absence portal**. This option should be used in situations where the student expects to resume academic responsibilities within 48 hours or less.

Conditions for self-reporting of medical or extenuating circumstances as well as the full policy can be found [at: https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic\\_Consideration\\_for\\_absences.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf). Please read this policy in full.

When conditions for self-reporting are not met (e.g., prolonged absence beyond 48 hours, self-reporting limits exceeded), it is necessary for students to go to academic counselling.

## 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 & Accounting Quiz 1 (in class)	September 23 , 2019	10%
Finance & Accounting Quiz 2 (in class)	October 7, 2019	15%
Finance & Accounting Midterm Test	October 26, 2019	30%
Marketing Report	Due Dec. 4, at 3:30pm	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.

Students who experience an extenuating circumstance (illness, injury, or other extenuating circumstance) sufficiently significant to temporarily render them unable to meet academic requirements may submit a request for academic consideration. See pages 2 and 3 of

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic\\_Consideration\\_for\\_absences.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf) for specifics on circumstances appropriate for academic consideration and how to report them.

Academic accommodation cannot be granted by your instructor or the Business Foundations department.

Students *must communicate with their instructors no later than 24 hours* after the end of the period covered by either the self-reported absence or Student Medical Certificate, or immediately upon their return following a documented absence.

### **Self-reporting Absence from Tests or Examinations**

- Self-reported absences will not be allowed for scheduled final examinations or for midterm examinations scheduled during the December examination period.
- Self-reporting may not be used for assessments (e.g. midterm exams, tests, reports, presentations, or essays) worth more than 30% of any given course.
- Students must be in touch with their instructors no later than 24 hours after the end of the period covered by the Self-Reported Absence form, to clarify how they will be expected to fulfil the academic expectations they may have missed during the absence.

### **Academic Consideration for a Medical Absence**

Students seeking academic consideration for a medical absence not covered by existing Student Accessibility Services (SAS) accommodation, will be required to provide documentation to their academic counsellor in person in the form of a completed, signed Student Medical Certificate (SMC) where the conditions for a Self-Reported Absence have not been met, including where the student has exceeded the maximum number of permissible Self-Reported Absences.

### **Academic Consideration for a Non-Medical Absence**

Students seeking academic consideration for a non-medical absence will be required to provide appropriate documentation where the conditions for a Self-Reported Absence have not been met, including where the student has exceeded the maximum number of permissible Self-Reported Absences.

See pages 4 and 5 of

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic\\_Consideration\\_for\\_absences.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf) for conditions in place for students seeking either medical or non-medical academic consideration.

### **Electronic Equipment**

The only electronic equipment allowed during tests and examinations is a standard electronic calculator.

## Scholastic Offences, Plagiarism and Collusion

Every student enrolled in Business 1220e is expected to comply with Ivey's Student Code of Professional Conduct. A copy of this code is available on the OWL site. Each student is required to read and electronically sign this code on OWL.

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:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

Students must write their essays and assignments (this includes case exams and reports) 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 Offense Policy in the Western Academic Calendar).

Collusion is collaboration with another person in the preparation of editing of notes, themes, reports, or other written work offered for credit unless such collaboration is specifically approved in advance by the instructor. Examples of collusion include extensive use of another's ideas for preparing a creative assignment and undue assistance in the preparation or editing of written materials. Collusion is viewed as being similar to plagiarism and is a major academic offence.

All required papers (including case exams and reports) may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking 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 between The University of Western Ontario and Turnitin.com (<http://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/>. 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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