

COURSE OUTLINE 2019 - 2020

Business 2299E: Business for Engineers

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

LEARNING OUTCOMES

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.

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* 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.

Up-to-date information on class assignments, reports, tests, final exam and participation is provided on the Business 2299E OWL site: <https://owl.uwo.ca/>.

EVALUATION

Segment	Date (tentative)	Weighting
Financial Management Test	October 25	20%
Marketing Report	Posted Nov.1, Due Dec. 5	10%
Engineering Economics Test	February 1, 2020	20%
Organizational Behaviour Report	Posted Feb. 7, Due March 13	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.

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 problems. It 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. Students may not pay for consultation or advice in the preparation of the Organizational Behaviour report. All students in the group will receive the same mark.

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.

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 analyse 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 classroom conduct. To respect the intellectual property and integrity of materials presented in class, phones, cameras and any other recording devices are not to be used in the classroom.*

Talking privately with classmates during class is distracting for others, is not conducive to your own learning, and violates our norms. Please ensure your cell phone is turned off when in class.

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. This UWO policy is outlined at:

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 four allowable class absences during the course (no documentation required).

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.

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.

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 OWL site: <https://owl.uwo.ca>.

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 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 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

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

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 Offence 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 websites for Registrarial Services (<http://www.registrar.uwo.ca>), and the same for affiliated university colleges when appropriate, and any appropriate Student Support Services (including the services provided by the USC listed here: <http://westernusc.ca/services>) and the Student Development Services, should be provided for easy access.

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.

Additional crisis support can be found at <https://www.uwo.ca/health/crisis.html> .

INSTRUCTOR

Dave House, P.Eng.
Room 2315E Somerville House
dhouse@ivey.ca
519-661-4115

Coordinator: Clarissa Reynolds, SH 2315K, ext. 83853, creynolds@ivey.ca

PRE-BUSINESS PROGRAM DIRECTORS

Julie Gosse, Room 2315L, Somerville House; phone 519-661-3253 or email jgosse@ivey.ca.

Ian Dunn, Room 2315F, Somerville House; phone 519-661-3205 or email idunn@ivey.ca.