



## COURSE OUTLINE

### Business 1220E: Introduction to Business

This introductory survey course assumes no prior knowledge of business. Business 1220E offers an excellent overview of the Ivey case teaching method and is a beneficial perspective of Ivey's HBA Business Program. Business 1220E has no prerequisites.

### COURSE TIMETABLE

The course timetable can be found on the Business 1220E OWL site.

### LEARNING OUTCOMES

1. To present an introduction to business administration and to offer students an exposure to Finance & Accounting, 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 a foundation of knowledge for increased success in future business studies (Business 2257).
6. To provide an overview of the HBA, MSc and MBA programs at the Ivey Business School.

### COURSE STRUCTURE AND CONTENT

The course is taught in five units: Financial & Accounting 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.

Not all material that the student is expected to understand will be explicitly covered in class.

### COURSE MATERIALS

Course Pack: *Making Business Decisions: Text and Cases, Thirteenth Edition*, Grasby, Crossan, Frost, Haywood-Farmer, Pearce & Purdy. Ivey Management Services, 2019.

**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 research participation is provided on the Business 1220E OWL site: <https://owl.uwo.ca/>.

## 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 or using a computer 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. 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.

## 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 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](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.

## Evaluation

**All components of evaluation (tests, reports and exam, and research participation as noted below) must be completed for a student to be eligible for a passing grade in the course. Students must pass at least one of the following individual timed testing points to be eligible to receive a passing grade: finance & accounting test, operations test, general management (final) examination. 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 on cover pages of the reports.**

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:

<u>Segment</u>	<u>Date</u>	<u>Weighting</u>
Finance & Accounting Test	October 26, 2019	20%
Marketing Report	Due: December 4, 2019	15%
Operations Test	February 1, 2020	15%
Organizational Behaviour Group Report	Due: March 6, 2020	10%
General Management Examination	<b>Final</b> Exam Period	30%
Class Contribution	Ongoing	10%
Research Participation	Completed by April 3, 2020	—*
TOTAL		100%

\* 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 reflect the universally acknowledged standard of correct English usage (spelling, points of grammar, syntax and style). 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 analyzed, 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 & Accounting Management Test

The Financial & Accounting 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.

### 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. 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.

*Students making travel arrangements for the holidays are advised not to book travel during the examination periods in December and April (Check your calendar for specific dates).*

## Research Participation

In addition to the tests, group report and final exam, there is a research participation requirement, as follows: Business 1220E students are required to participate in **three** research credit hours at the Ivey Behavioural Research Lab. 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 the Ivey Business School as an important source of business research in Canada. To organize these research studies, we use a subscription to the online booking system called SONA and you will be sent information about how to sign in to the system and receive your unique anonymous SONA ID code when the term starts. You'll be asked to produce this SONA ID at every study you attend so it's a good idea to have it on hand when you show up to your appointment (e.g., a screen shot on your mobile phone). The SONA system is online here: <https://uwostudent.sona-systems.com>. Mass emails are sent out from SONA when new studies and times are added but you are also advised to check the SONA website regularly for newly available spots. If you are not receiving these emails please check your junk or spam folder.

A research credit is a commitment of 60 minutes of your time. Studies are either half credit (0.5 credit requiring 30 minutes at most) or full credit (1.0 credit requiring between 30 and 60 minutes). All information about what is involved in a study, including if a study is 0.5 credit or 1.0 credit, will be in the advertisement on SONA. **Research credits must be completed by April 3, 2020.** The Ivey Behavioural Research Lab is open for students credits from September 9, 2019 to April 3, 2020 and is open whenever classes are in session with studies typically running between 9am and 5pm. If you do not wish to participate in studies, you may complete an essay to fulfill the research participation requirement of your course. More details to follow below.

If you sign up for a study and then decide not to participate, please remove your signup, so that your fellow classmates are not prevented from participating. If you cannot do this within 12 hours of your appointment, please contact [behavlab@ivey.ca](mailto:behavlab@ivey.ca) directly to ask to cancel but this must be done **before** the assigned time or you will be marked as a "no-show" in the SONA system. Please be aware that studies begin on time and being even a minute late to arrive can result in being no-showed in the SONA system. **Failure to show up for two appointments (including not arriving on time) will cause your account to be frozen for three weeks, during which you will not be able to sign up for any studies.**

The Ivey Behavioural Research Lab is located on the lower level of the Ivey Business School (Rooms are 0388, 0348, and 0349). Specific room numbers are given for each study listed on SONA. Directions to the lab are found online here: <https://www.ivey.uwo.ca/behaviourallab/the-lab/directions-to-the-lab/>

If you choose not to participate in the research studies, you can fulfill this requirement by writing a review essay of three pages minimum to five pages maximum, double spaced, font size 12, no more than a 1 inch margin, no figures or tables, on an article you choose from a management journal, such as *Harvard Business Review* or *MIT/Sloan Management Review*. A review essay includes a brief synopsis of the article and then your own thoughts and critique of the article content. These journals are available online at [www.lib.uwo.ca](http://www.lib.uwo.ca) through the library catalogue. It is **your responsibility** to locate these journals. If you choose this option, the review essay must be completed and submitted by 4 p.m. on April 9, 2020, via email to [behavlab@ivey.ca](mailto:behavlab@ivey.ca). Review essays will **not** be accepted after April 9, 2020, 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, since 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 name and SONA ID on the essay and include the article in the email sent to the lab for credit.**

**Failure to complete three research credits will result in a deduction of six per cent from your final grade, or a deduction of up to two per cent for each uncompleted credit. Please note that you may complete any combination of studies and research essays to fulfill the research participation component of your grade. For example, you may complete three studies OR two studies and one research essay OR one study and two research essays OR three research essays. The choice is up to you.**

**Please note that the Ivey Business School also maintains a Paid Pool (using a separate SONA) which is different than the Student Credit Pool. Students may join the Paid Pool if they wish but will not be permitted to join until after they've completed their research credits.**

The research participation requirement (including all review essays) is coordinated by the Research Officer, Dr. Karen Hussey, at the Ivey Business School, [behavlab@ivey.ca](mailto:behavlab@ivey.ca), 519-661-2111, extension 83571. Dr. Hussey is to be contacted on all questions about the research participation requirement.

For more information and FAQs about the Ivey Behavioural Research Lab please visit:

<https://www.ivey.uwo.ca/behaviourallab/for-participants/student-credit-pool/>

## 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>.

## CONTACTS

### Course Coordinator

Clarissa Reynolds, Room 2315K, Somerville House; phone 519-661-3853 or email [creynolds@ivey.ca](mailto:creynolds@ivey.ca).

### Business Foundations Faculty Directors

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### Business 1220E Instructors

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