

## COURSE OUTLINE

### Business 1299E: Business for Engineers

This introductory survey course, restricted to Engineering students, assumes no prior knowledge of business. Students learn business fundamentals in finance & accounting, marketing, engineering economics, organizational behaviour and general management. Students are taught business decision-making using the Ivey case method, wherein students explore real business issues, make management decisions, defend their position, and take action, within an active class environment

### COURSE TIMETABLE

The course timetable can be found on the Business 1299E OWL site.

### LEARNING OUTCOMES

1. To present an introduction to business administration and to offer students an exposure to Finance & Accounting, Marketing, Engineering Economics, 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)

### COURSE STRUCTURE AND CONTENT

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

While students are expected to learn 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: Business for Engineers 1299E 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 and final exam is provided on the Business 1299E 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 our norms. 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 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 1299E 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 final exam 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 test, engineering economics 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 and class contribution. The weightings of the graded requirements are:

<u>Segment</u>	<u>Date (tentative)</u>	<u>Weighting</u>
Finance & Accounting Test	October 26, 2019	20%
Marketing Report	Due: December 4, 2019	15%
Engineering Economics Test	February 1, 2020	15%
Organizational Behaviour Group Report	Due: March 6, 2020	10%
General Management Examination	Final Exam Period	30%
Class Contribution	Ongoing	<u>10%</u>
<b>TOTAL</b>		<b>100%</b>

## Evaluation Component Descriptions

Business 1299E is an essay course; consequently, the content of all testing vehicles (tests, reports, and the final exam) must include 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.

### 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.

*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).*

## 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**

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### **Business Foundations Faculty Directors**

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### **Business 1299E Instructors**

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