

## COURSE OUTLINE – Winter 2021, Online Business 2295G: 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 and marketing using Ivey's renowned case method of teaching.

### COURSE TIMETABLE

The course timetable can be found on the Business 2295G 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 AND EXPECTATIONS

This course is taught primarily by the case method, which requires a much greater involvement of the student than does the traditional lecture method. Students will analyze the case individually in preparation for broader engagement with the class. The instructor(s) will act as a discussion leader and encourage students' active learning. The very nature of the case method approach demands a high level of **preparation**, and **engagement**.

Students are expected to be fully engaged in the entire learning process. This means devoting time and energy to preparation. 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 conduct. To respect the intellectual property and integrity of materials presented, phones, cameras and any other recording devices are not to be used without the permission of the instructor(s).*

### 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 2020 & 2021 e-book

*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.

## USE OF RECORDINGS

All of the remote learning sessions for this course may be recorded by the instructor(s). The data captured during these recordings may include your image, voice recordings, chat logs and personal identifiers (name displayed on the screen). The recordings may be used for educational purposes related to this course, including evaluations. The recordings may be disclosed to other individuals under special circumstances. Please contact the instructor if you have any concerns related to session recordings. Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation, or the participant has the prior written permission of the instructor.

## 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 (eastern time)	Weighting
Finance & Accounting Quiz	February 8, 2021	26% or 31% with float
Finance & Accounting Midterm	March 13, 2021	30% or 35% with float
Marketing Report	April 12, 2021	30% or 35% with float
Class Contribution*	Ongoing	9% or 14% with float
5% Float - <i>added to one of the above testing points upon course completion to maximize your final grade</i>		

*\*Class contribution may include case preparation, assignments, frequency and quality of discussion, and attendance. The 5% float will be added to reweight one of the following evaluations: the quiz, the midterm test, the marketing report or to class contribution based on which will give the student the highest final grade.*

### 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 accommodation, 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
- 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 (i.e. all 2295 written assessments)
- 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 unless otherwise noted.

### **Scholastic Offences, Plagiarism and Collusion**

Every student enrolled in Business 2295 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 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 any assigned work or testing point.

## 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.

## A FINAL WELCOME AND REQUEST OF OUR STUDENTS

Ivey Business Foundations welcomes individuals of all ages, backgrounds, beliefs, ethnicities, genders, gender identities, gender expressions, national origins, religious affiliations, sexual orientations, ability, and other visible and nonvisible differences. We consider our classrooms, virtual or otherwise, to be a place where all students will be treated with respect. All members of this class are expected to contribute to a respectful, welcoming and inclusive environment for every other member of the class.

## INSTRUCTOR

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## BUSINESS FOUNDATIONS PROGRAM DIRECTORS

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