



## 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. Class delivery may switch modes as required by the University and/or public health directives (i.e. in-person, virtual via Zoom, etc.).

### COURSE MATERIALS

Course Pack: *Making Business Decisions: Text and Cases, Seventeenth Edition*, Grasby, Crossan, Frost, Haywood-Farmer, Pearce & Purdy. Ivey Management Services, 2022-2023. ISBN 88000106193, <https://bookstore.uwo.ca/product/88000106193>

**The course casebook and separate distributions 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 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).*

### Attendance

Attendance in this course is required; however, circumstances may arise which make it impossible for you to attend. For example, if you are unable to attend class due to health-related or other compelling reasons. You are expected to advise your instructor in advance of your absence. Under University regulations, your instructor can determine at which point absenteeism has become excessive and thus can prevent you from passing 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

### Appointments

If you wish to speak with your instructor, you can email your instructor to set up a mutually convenient time and/or speak with the instructor during the designated weekly office hours. Instructors' e-mail addresses, telephone numbers and office hours can be found on the Business 1220E OWL site: <https://owl.uwo.ca/>.

### Use of Recordings

Any possible remote learning sessions for this course may be recorded. 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.

## Business Foundations Policy for Tests and Examinations

Once students have written a test or examination they are committed to the mark earned.

Where applicable, students are responsible for ensuring that all appropriate documents are uploaded to OWL before the test deadline or report deadline. Only documents that are submitted on OWL during the test will be marked for credit. Documents may not be accepted following the testing point or report deadline.

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 through academic counselling. Please access the below links for specifics on circumstances appropriate for academic consideration and how to report them.

[https://www.registrar.uwo.ca/academics/academic\\_considerations/index.html](https://www.registrar.uwo.ca/academics/academic_considerations/index.html)

[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)

**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 the Student Medical Certificate or immediately upon their return following a documented 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 the form of a completed and signed Student Medical Certificate (SMC). Students with an approved absence (approved by Academic Counseling) from a course testing point must contact their instructor within 24 hours after the end of the period covered by the Student Medical Certificate to be eligible for a make-up assessment.

See [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_medical.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf) for conditions in place for students seeking academic consideration.

### Academic Consideration for a Non-Medical Absence

Students seeking academic consideration for a non-medical absence will be required to provide appropriate documentation to their *academic counsellor*.

Students with an approved absence (approved by Academic Counseling) from a course testing point must contact their instructor within 24 hours to be eligible for a make-up assessment. There will be one timeslot available for a make-up assessment, which may have a different format or length than the originally scheduled assessment. If these deadlines are missed, the instructor will assign a grade of zero.

## Electronic Equipment

The only electronic equipment allowed during tests and examinations is a standard electronic calculator unless otherwise communicated by instructors.

## 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 any assigned work or testing point.

## 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. Exams/reports/assignments 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 submissions and will be clearly defined on the cover page of the assignment. Timed seated testing points may be required to switch to virtual and/or report style assessments as required by University and/or public health directives.***

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:

<b>Segment</b>	<b>Due Date</b>	<b>Weighting</b>
Finance & Accounting	Friday, October 28, 2022, from 6:00 – 10:00 pm, ET	20%
Marketing	Due Thursday, December 8, 2022, by 11:55pm, ET	15%
Operations	Saturday, February 4, 2023, from 1:00pm – 5:00pm, ET	15%
Organizational Behaviour	Due Thursday, March 9, 2023, by 11:55pm, ET	10%
General Management	Final exam period	30%
Contribution	Ongoing	10%
Research Participation	Completed by April 10, 2023	*
<b>TOTAL</b>		<b>100%</b>

\* Progression requirement

## Evaluation Component Descriptions

Business 1220E is an essay course; consequently, the content of all testing vehicles (tests, assignments, 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 involvement augments the learning experience, increases assimilation of material and stimulates the level of learning. Students' contributions to this course are 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. Class contribution requirements do not vary based on in-person or virtual class delivery.

## Financial & Accounting Management

The Financial & Accounting Management assessment will be a case analysis and will cover the Financial Accounting and the Financial Management units. Students may not pay for consultation or advice in the preparation of this assessment.

## Marketing Management

The Marketing Management assessment will be a case analysis and will cover the Marketing Management unit. Students may not pay for consultation or advice in the preparation of this assessment.

## Operations Management

The Operations Management test will be a case analysis and will cover the Operations Management unit. Students may not pay for consultation or advice in the preparation of this assessment.

## Organizational Behaviour Management

The Organizational Behaviour assessment will be a group project 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, 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 this assessment.

## General Management

The General Management exam will be a comprehensive case analysis covering all units/topics of the course and will be scheduled during the final exam period. Students may not pay for consultation or advice in the preparation of this assessment.

## Research Participation

In addition to all testing assignments, there is a research participation requirement, as follows: Business 1220E students are required to participate in *three* research credit hours at the Ivey Behavioural Lab (IBL). 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 five digit SONA Identity Code when the term starts. You'll be asked to produce this SONA Identity Code 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>.

A research credit by lab participation 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 from lab participation must be completed by April 10, 2023, 5pm.** The IBL is open for students credits from September 12, 2022 to April 10, 2023 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 a research alternative to lab participation for the research credit requirement. This will involve writing a review of a research paper accessed through SONA. Information about the participation alternative is available in the pdf handbook for the Credit Pool and on the IBL website (link below). **The deadline for the participation alternative is 5pm on April 10, 2023 and no late submissions will be accepted.**

**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 3.0 credits by participation in studies OR 2.0 credits by participation in studies plus one research essay OR 1.0 credit by participation in studies and two research essays OR three research essays. The choice is up to you.

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.**

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 is coordinated by the Research Officer, Dr. Karen Hussey, at the Ivey Business School, [behavlab@ivey.ca](mailto:behavlab@ivey.ca), 519-661-3571. Dr. Hussey is to be contacted on all questions about the research participation requirement.

For more information and FAQs about the IBL please read the handbook provided on OWL or 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>), the Student Development Services, <http://academicsupport.uwo.ca> and the Office of the Ombudsperson <https://www.uwo.ca/ombuds/index.html> are provided here 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>.

## 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.

## **CONTACTS**

### **Course Coordinator**

Clarissa Reynolds, Room 2315K, Somerville House; phone 519-661-3853 or email creynolds@ivey.ca.

### **Business Foundations Faculty Directors**

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

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

### **Business 1220E Instructors**

Joe Gilvesy, Room 2315R, Somerville House; phone 519-661-7845 or email jgilvesy@ivey.ca.

Emma Giroux, Room 2315P, Somerville House; phone 519-661-3704 or email egiroux@ivey.ca

Anthony McCreery, Room 2315H, Somerville House; phone 519-661-3202 or email amccreery@ivey.ca.

Jessica Orchin, Room 2356, Somerville House; phone 519-661-3051 or email jorchin@ivey.ca