

**Business 1220E:  
Introduction to Business**

**CONTACT INFORMATION**

Instructor: **Ms. Carlie Forbes (née Bell)**  
Office: 178  
Phone: 519-432-8353 Ex 28247  
E-mail: cbell@uwo.ca  
Office Hours: Wednesdays, 11 a.m. – 12 p.m.  
***OR by appointment***  
  
Website: <http://webct.uwo.ca/>

**CLASS INFORMATION**

Section 530: 12:30 – 2:00pm, Monday & Wednesday  
Room 201  
  
Section 531: 2:30 – 4:00pm, Monday & Wednesday  
Room 303  
  
Section 532: 6:00 – 9:00pm, Tuesday Nights  
Room 136

**COURSE DESCRIPTION**

Business 1220E, offered by the Ivey Business School, gives students from all faculties the opportunity to learn business fundamentals in finance, marketing, operations, organizational behavior and general management. The course is delivered using Ivey's renowned case method, which challenges students to learn by doing, within an active class environment of no more than 70 students at Brescia. Students explore real business issues, make management decisions, defend their position and take action. This course will be particularly appealing to those students who want a glimpse of Ivey's unique learning experience.

While required for some programs in the faculties of Social Science, Health Sciences, Music, Family Studies and Foods and Nutrition, Business 1220E requires no prerequisites, is not a prerequisite for any other business course, and is not a requirement of the Undergraduate (HBA) Business Program. Because this course is taught at The University of Western Ontario and all affiliate colleges, the policies below have been taken from main campus in order to ensure all Business 1220E students are treated equally.

**COURSE STRUCTURE AND CONTENT**

The course is taught in five units: Financial 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.

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.

## COURSE OBJECTIVES

- C1. To present an introductory course in business administration and to offer students an exposure to Finance, Marketing, Operations, Organizational Behaviour, and General Management.
- C2. 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.
- C3. To provide students with the opportunity to practise decision-making with imperfect information under time constraints.
- C4. To develop communication skills, both oral and written.
- C5. To provide an overview of the first year of the HBA and MBA programs at the Richard Ivey School of Business.

## STUDENT LEARNING OBJECTIVES

At the end of this course students will be able to:

- L1. Make decisions regarding loan requirements after having analyzed the past financial status of a firm (via analysis of the Statement of Cash Flows and ratios), projecting future financing requirements, and assessing the sensitivity of, and the risk associated with, the loan request (Finance unit).
- L2. Develop and assess the feasibility of a marketing plan that focuses on an appropriate target market via specific products and packages of benefits, pricing, placement and promotional decisions after having analyzed the industry, consumers, competition and distribution channels (Marketing unit).
- L3. Assess and determine the most appropriate adjustments, changes and/or investments to improve the efficiency or effectiveness of firm operations after having identified the process type, capacity of current operations and the customers' needs (Operations unit).
- L4. Develop an effective and detailed action plan to resolve interpersonal workplace tensions and issues both in the short-term and long-term by determining and addressing the root cause(s) of the issue(s) (power and influence, leadership, motivation, diversity, organizational structure, cognitive differences) and considering possible outcomes (Organizational Behaviour unit).
- L5. Make strategic decisions regarding the future direction of firms after considering which option(s) fit best given the firms' wants, needs and cans (goals and objectives, industry, consumer, competition and distribution impacts/implications, corporate capabilities). Students will also be able to value a firm (identify its worth should the owners decide to sell or close the company) via the Net Book Value, Economic Appraisal, and Capitalization of Earnings valuation methods (General Management unit).

## COURSE MATERIALS

1. **REQUIRED Course Package:** *Business 1220E, Making Business Decisions: Text and Cases, Fourth Edition*, Grasby, Crossan, Frost, Haywood-Farmer, Pearce & Purdy. Ivey Management Services. 2011. (available at the InPrint service counter, in the lower level of the UCC, and your student ID is required for this NON-REFUNDABLE purchase).  
**The course casebook and handouts are protected under copyright law and are considered mandatory fees by UWO Senate and the Board of Governors.**
2. Up-to-date information on class assignments, announcements, reports/exams and grades is provided on the Business 1220E WebCT site: <http://webct.uwo.ca/>. Note the 'lecture' slides used in class can be found in the BRESCIA section of the WebCT site and should be printed and brought to class to aid with note-taking.

Additional information is available at the following web site:

<http://www.ivey.uwo.ca/academic/pre-business/Bus020.htm>

## COURSE PREREQUISITES AND ANTIREQUISITES

While required for some programs in the faculties of Social Science, Health Sciences, Music, Family Studies and Foods and Nutrition, Business 1220E requires no prerequisites, is not a prerequisite for any other Ivey business course, and is not a requirement of the Undergraduate (HBA) Business Program.

## TEACHING METHODOLOGY AND EXPECTATIONS OF STUDENTS

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 analyze 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.*

Detailed note-taking during class can often be counterproductive to your own learning. Instead, try to be selective in taking notes during class. It is a good idea to consolidate what you have learned at the end of each class or at the end of the day. Also, bring copies of the day's PowerPoint slides with you (slides will be posted in advance in the COURSE UNITS/ BRESCIA section of the WebCT site) so that you can make your own (preferably brief) additions to the notes.

## CLASS ETIQUETTE

### Attendance

Attendance at all classes in this course is expected; however, circumstances may arise which make it impossible for you to attend. For example, if you are unable to attend a class due to health-related or other compelling reasons, you are expected to advise your instructor in advance (email communication is perfectly acceptable). Under University regulations, your instructor can determine at which point absenteeism has become excessive and approach the Dean who may prevent you from writing the final exam, thus preventing you from passing the course. **At the discretion of individual instructors, any student who misses more than 25% of scheduled classes will receive a class contribution grade of 0 out of 10 for the course.**

**NOTE: It is the STUDENT'S responsibility to catch up on any missed class material by getting notes and information from other students who were present. Once a student has made the effort to catch up on their own, any remaining questions or concerns will happily be addressed by the Professor.**

### **Student Use of Technology in Class**

Talking privately with classmates or using your computer during class for personal activities such as reading/writing e-mail, surfing the Web, playing games, etc. is distracting for others, is not conducive to your own learning, and is disrespectful to the instructor. In addition, cell phones ringing during class will not be tolerated: please ensure your phones are turned OFF prior to entering the classroom and placed inside a bag (not on your desk or in your pocket).

### **A Note Regarding Email**

Email is a useful communication tool, especially if used for sharing information; however, it is not a good tool for discussions, long explanations or for decision making. Therefore, please follow these guidelines regarding the use of email when contacting your professor or classmates in this course:

1. WebCT e-mail is NOT checked regularly by your instructor. Please e-mail Carlie directly instead at [cbell@uwo.ca](mailto:cbell@uwo.ca).
2. Email is fine for sharing information (e.g. you will be absent or late for class).
3. Email is fine for setting up meetings/appointments.
4. Email is useful for simple questions or clarifications, but not for anything that requires more than a one or two sentence response. Instead, make an appointment with your instructor to discuss more complex questions.
5. Email is not an appropriate way to discuss grades or an issue with group dynamics: please make an appointment with your instructor to discuss these issues in person.
6. Email, although informal, still requires a tone of respect and proper language. Rudeness and disrespect will not be tolerated.
7. Your instructor will check email daily, Monday through Friday, during the term. I will try to respond to your emails as promptly as possible, usually within 24 hours. Instant responses will not be provided.

### **Appointments**

If you wish to meet with your instructor, Carlie Forbes (née Bell), you can approach your instructor after class, see the instructor during the designated weekly office hours, or send an e-mail to your instructor ([cbell@uwo.ca](mailto:cbell@uwo.ca)) to set up a mutually convenient time.

Make sure to be on time, have an objective for the discussion and bring a copy of your paper or exam if you wish to discuss it.

### **Privacy**

In order to respect privacy laws and the privacy of individual students, student grades will be communicated ONLY via WebCT, direct contact with your professor, or on a test/exam/report/essay paper. Your professor is not able to email your grade to any email address and the professor will only discuss individual grades with the student in question.

Student grades are confidential. Please take this into consideration when sharing your grades or asking others to share their grades.

The University is committed to protecting specific types of information, which, if disclosed, could reasonably be expected to result in harm to the University, an identifiable individual, or a third party. As a result, your professor is not able to release any information including, but not limited to, a student's personal information, attendance or grade records, to anyone other than the individual involved without written permission from the student.

## EVALUATION

**ALL COMPONENTS OF EVALUATION (TESTS, REPORTS, EXAMS AS NOTED BELOW) MUST BE COMPLETED FOR A STUDENT TO BE ELIGIBLE FOR A PASSING GRADE IN THE COURSE.**

**Reports submitted after ten business days of the due date will NOT be accepted, resulting in failure of the course. Late penalties will be applied to all reports submitted past the deadline (but within 10 business days of the due date) and the penalties will be clearly defined on the rules page distributed with the report assignments.**

**There will be NO RE-WEIGHTING of components within the course.**

**Grades cannot be adjusted on the basis of need. Your mark in the course will be the mark that you earn based on your demonstrated understanding of the course content. Extra credit assignments are not available and tests and exams cannot be rewritten to obtain a higher mark. Once a student has written a test or examination she is committed to the mark earned.**

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 listed below:

Segment	Date	Objective	Weight
Finance Exam	Saturday, November 5 <sup>th</sup> , 2011, 1-5pm	C2-C4, L1	20%
Marketing Report	Due: Wednesday, December 7 <sup>th</sup> , 2011	C2-C4, L2	15%
Operations Exam	Saturday, February 4 <sup>th</sup> , 2012, 1-5pm	C2-C4, L3	15%
Organizational Behaviour Group Report	Due: Wednesday, March 7 <sup>th</sup> , 2012	C2-C4, L4	10%
Final Exam	April Final Exam Period	C2-C4, L5	30%
Class Contribution	Every Class	C2-C4	10%

This course will require the submission of all written material to TurnItIn.com.

An electronic calculator may be used in a mid-term or a final examination provided the electronic instrument used performs calculation functions only. The use of a cell phone, for example, to perform calculations in the examination room is not permitted.

### Evaluation Component Descriptions

Business 1220E 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, style, and the choice of words). 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 analysed, 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.

Contribution will be graded on a daily basis. Attending class is important but minimal credit will be given for attendance alone. If you are unable to attend a class for any reason you must advise your instructor in advance so that your absence will not negatively affect your contribution grade. Students are encouraged to speak to the instructor if they have concerns about their performance or if they would like to discuss strategies to support regular contribution.

Financial Management Test: The Financial Management test will be a case analysis and will cover the Financial Statements 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. Ten marks (out of 100) of the final report mark will be deducted for the first 24 hours during which the report is late. Another ten marks will be deducted for each additional 24-hour period that the report is late. **Reports submitted ten business days or more after the due date will not be accepted, resulting in failure of the course.**

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. You are responsible for getting yourself into a group of 6 students from your class. Ten marks (out of 100) of the final report mark will be deducted for the first 24 hours during which the report is late. Another ten marks will be deducted for each additional 24-hour period that the report is late. **Reports submitted ten business days or more after the due date will not be accepted, resulting in failure of the course.**

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, and will be scheduled by the Registrar during the final exam period.

## **ACADEMIC ACCOMMODATION**

If, on medical or compassionate grounds, a student is unable to complete a course component worth **10 per cent or more** of the final course grade, it is the responsibility of the student to consult with an Academic Advisor *immediately* and follow the procedures documented in the “**POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES**” on the final pages of this outline and as in the Academic Calendar. The student must consult with the academic counsellor &/or instructor prior to the scheduled time of the test or examination whenever possible. It should be understood that academic accommodation will *not* be granted automatically on request.

Documentation will be required to be submitted to the Academic Advisor. The request for accommodation will be decided by the Academic Advisor in consultation with the instructor.



## BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

### 1. POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation **must** be made through an Academic Advisor and include supporting documentation. Academic accommodation on medical grounds will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete her academic responsibilities. Appropriate academic accommodation will be determined by the Dean's Office in consultation with the student's instructor(s). Please note that personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are not grounds for academic accommodation.

If supporting documentation is from a family physician, Hospital Urgent Care Centre or Emergency Department, or a walk-in clinic a UWO Student Medical Certificate (SMC) is **required**. To download an SMC go to <https://studentservices.uwo.ca/secure/index.cfm> and follow the link under "Medical Documentation". Documentation should be obtained at the time of the initial visit. If it is not possible to have an SMC completed by the attending physician, the student must request documentation sufficient to demonstrate that her ability to meet academic responsibilities was seriously affected. Please note that under University Senate regulations document-ation stating simply that the student "was seen for a medical reason" or "was ill" is **not** considered adequate to support a request for academic accommodation. All documentation is to be submitted to an Academic Advisor.

Whenever possible, requests for academic accommodation should be initiated in advance of due dates, examination dates, etc. Students must follow up with their professors and Academic Advisor in a timely manner.

The full statement of University policy regarding extensions of deadlines or makeup exams can be found at <http://www.westerncalendar.uwo.ca/2011/pg117.html>.

### 2. ACADEMIC CONCERNS

If you feel that you have a medical or personal problem that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds may not be considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult an Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines (refer to the Registrar's website, [www.registrar.uwo.ca](http://www.registrar.uwo.ca), for official dates). You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. *Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.*

The Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory.

### 3. ABSENCES

**Short Absences:** If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

**Extended Absences:** If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations, if appropriate.

### 4. POLICY ON CHEATING & ACADEMIC MISCONDUCT

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Students are urged to read the section on Scholastic Offences in the Academic Calendar. Note that such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Academic Misconduct in the Western Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Student Services Centre, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

#### **Plagiarism:**

Students must write their essays and assignments 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).

All required papers 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.

#### **Computer-marked Tests/exams:**

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

### 5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal signed by the student must be sent to the Department Chair. If the response of the department is considered unsatisfactory to the student, she may then submit a signed, written appeal to the Office of the Dean. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office, or you can consult an Academic Advisor. Students are advised to consult the section on Academic Rights and Responsibilities in the Western Academic Calendar.

## 6. PREREQUISITES AND ANTIREQUISITES

Unless you have either the prerequisites for a course or written special permission from your Dean to enroll in it, you will be removed from the course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Similarly, you will also be deleted from a class list if you have previously taken an antirequisite course unless this has the approval of the Dean. These decisions may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course because you have taken an antirequisite course.

## 7. SUPPORT SERVICES

The Brescia University College Registrar's website, with a link to Academic Advisors, is at [http://www.brescia.uwo.ca/academics/registrar\\_services/index.html](http://www.brescia.uwo.ca/academics/registrar_services/index.html).

The University of Western Ontario Registrar's website is at <http://www.registrar.uwo.ca/index.cfm>

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Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.