

BUS 1220E (530)

Introduction to Business School of Behavioural and Social Science

Contact	Class	Office Hours
Ruth Tisdale	Mondays & Wednesdays	Wednesdays 10 am to 11 am
rtisdale@uwo.ca	11:30 am to 1:00 pm BR-203	UH 334

COURSE DESCRIPTION

Business Administration 1220E gives students the opportunity to learn and apply business fundamentals in finance, marketing, operations, organizational behaviour, and general management. Students explore real business issues, make management decisions, defend their position, and recommend action plans. This course will be particularly appealing to those students who want a glimpse of Ivey's unique learning experience.

COURSE STRUCTURE, CONTENT, AND LEARNING OUTCOMES

Module	Weeks		Course Specific Learning Outcomes	Brescia Competencies		
Finance Unit	Term 1 1-7	1.	Make decisions regarding loan requirements after having analyzed the past financial status of a firm (via statement of cashflows and ratios), project future financial statements and assess the sensitivity of and risk associated with loans.			
Marketing Unit	Term 1 8- 13	2.	Develop and assess the feasibility of a marketing plan that focuses on an appropriate product and package of benefits, pricing, placement, and promotional decisions.	Communication (L3) Critical Thinking (L2) Inquiry & Analysis (L3) Problem Solving (L2) Self-Awareness and Development (L2) Social Awareness and Engagement (L1) Valuing (L1)		
Operations Unit	Term 2 1-4	3.	Assess and determine the most appropriate adjustment, changes and/or the most appropriate methods to improve the efficiency or effectiveness of firm operations after having identified the process type, capacity of current operations and the customer's needs.			
Organizational Behaviour Unit	Term 2 5-9	4.	Develop an effective and detailed action plan to resolve interpersonal workplace tensions and issues both in short term and long term by determining and addressing the root causes of issues related to leadership, influence, motivation, diversity, organization structure, cognitive differences, and possible outcomes.			
General Management Unit	Term 2 10-13	5.	Make strategic decisions, regarding the future direction of a business after considering the firm's wants, needs, and cans. Students will also be able to value a business using Net Book Value, Economic Appraisal, and capitalization of earnings.			

Upon successful completion of this course students will be able to:

Student competency levels on these outcomes will vary. You can expect to achieve these outcomes if you honour course policies and complete all learning activities in good faith and on time, demonstrate comprehension of the course content, and meet all other course expectations of you as a student.

WEEKLY LEARNING PLAN

A weekly learning plan for this course is posted on OWL. On average, you can expect to spend 9 hours a week on this course:

- 3.0 hours reading articles, chapters, and reports
- 3.0 hours preparing cases or exercises
- 3.0 hours for class

These times will vary by individual depending on how much effort you exert and how fast you read.

REQUIRED COURSE MATERIALS

The following course pack is **required**: Making Business Decisions: Text and Cases, Seventeenth Edition, Grasby, Crossan, Frost, Haywood-Farmer, Pearce & Purdy. Ivey Management Services, 2022-2023 (your student ID is required for this NONREFUNDABLE purchase).

The course case pack and handouts are protected under copyright law and are considered mandatory fees by Western Senate and the Board of Governors. <u>All students are required to purchase a new copy digital or physical</u>. Ivey tracks this as they reserve the right to block students from receiving a credit for breach of copyright. You may not purchase a used copy of the casebook. If you purchased a casebook from a previous session, even if for yourself you will need a new casebook.

COURSE PREREQUISITES AND ANTIREQUISITES

Antirequisite(s): Business Administration 1299E, Business Administration 2295F/G, Business Administration 2299E, the former Business Administration 1220, the former Business Administration 2299.

Prerequisite(s): None.

COURSE EVALUATION: LEARNING TASKS

Learning Task	Timing	Learning Outcomes	Brescia Competency	Weight
Contribution to Learning	Every Class	All	All	10%
Finance Management Exam	Friday Oct 28, 6-10 pm	1	All	20%
Marketing Report (Individual)	Due Dec 8, 11:55 pm	2	All	15%
Operations Exam	Saturday, Feb 4, 1-5 pm	3	All	15%
Organizational Behaviour Report (Group)	Due Mar 9, 11:55 pm	4	All	10%
General Management Final Exam	To Be Scheduled during April Exam period	5	All	30%

Evaluation Policies

You must complete all evaluation components to pass the course. I will not re-weight course components unless you have received an academic accommodation. I will not adjust grades based on need. Your mark in the course will be the mark that you earn based on your comprehension of course content. Extra credit assignments are not available, and evaluations cannot be rewritten to obtain a higher mark. Once you have completed an evaluation, you are committed to the mark you earned.

Exams will be written in person. Each exam, in total, will be scheduled for four (4) hours and are closed book examinations. The exam will include the relevant case evaluation template students use in class. Dictionaries are NOT allowed into the examinations.

Only non-programmable calculators will be allowed into the exams. If you are unsure, please ask your professor. Electronic devices of any kind (including laptops, cell phones, and smart watches) are NOT permitted at exams.

<u>Please be aware that only one make-up exam is available per testing point during the semester.</u> Students who miss the exam and the make-up exam will be asked to write <u>during the summer session.</u>

Late assignments without an academic accommodation will receive a 10% penalty for each 24-hour period during which an assignment is late. After 5 days, late assignments will receive a mark of "0". All assignments are subject to institutional academic integrity standards. All assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All assignments submitted for such checking will be included as source documents in the reference database to detect plagiarism of assignments subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (http://www.turnitin.com).

Learning Tasks: Evaluation Component Descriptions

Learning Tasks (LTs) are the graded assignments you complete to demonstrate that you have achieved the learning outcomes and Brescia Competencies required to successfully complete this course.

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.

Learning Task 1: Contribution to Learning

Contribution by each and every student is a cornerstone of any effective 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. Contribution is expected to be relevant to the current discussion and includes answering direct 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.

Contribution to learning assesses your communication, critical thinking, complex problem solving, and inquiry and analysis skills. Contribution may also be used to determine whether you have mastered the content of the course. Contribution consists of preparation, professionalism, and persuasion.

Preparation: Contribution to Learning activities consist of assigned homework and cases. Each assigned contribution activity counts equally toward your contribution grade. We will then discuss the activity in the class. You must come to class each day prepared to discuss the readings and assigned cases/homework.

Professionalism: Your engagement in class learning activities, reflection on activities, and interaction with other students will also be considered in the LT1 grade. Consistently behaving in unprofessional manner, including but not limited to being late, being distracted in class (including using electronic devices for purposes other than learning), distracting others in class, communicating in a rude or unprofessional way, or leaving early **may result in a penalty to your contribution grade** for that week.

Persuasion: During class, we will discuss each learning activity. Your task during class is to give feedback, build on the ideas presented, add additional evidence, challenge the ideas presented, provide contradictory evidence, or provide insight into the problem.

LT1 will be graded each class. You may miss one class per term without an accommodation or academic penalty. The lowest weekly grade will be dropped (including the first missed class). Any further missed classes will result in a "0" for the class unless the student has received an academic accommodation. At the discretion of the instructor, any student who misses more than 6 classes without an accommodation will receive a "0" on LT1 for the term.

Students who receive accommodations for LT1 will have the accommodated weeks dropped from the LT calculation. This course is designed to be an in-person learning experience. As such, attendance is in person only and attendance through other means (e.g., Zoom) is not available. If you are accommodated for three or more weeks of class attendance, at the instructor's discretion, you may be offered withdrawal without academic penalty.

Learning Task 2: Finance Management Exam

The Financial Management Exam will be a case analysis and will cover Financial Accounting and Financial Management.

Learning Task 3: Marketing Report

The Marketing Report must be completed individually. The report will be a case analysis and will cover the Marketing Management unit.

Learning Task 4: Operations Exam

The Operations Exam will be a case analysis and will cover the content from the Operations Management Unit.

Learning Task 5: Organizational Behaviour Report

The Organizational Behaviour Report will be a group report based on a case analysis, covering content from the Organizational Behaviour Unit. You are responsible for getting yourself into a group of 6-7 students from your section. Every group member will contribute equally to the completion of the Group Report. However, in the unlikely and unfortunate case in which one (or more) member(s) of the group does not contribute equally, that member may receive a grade penalty which will be at the discretion of the instructor based on documentation and feedback.

Learning Task 6: General Management Final Exam

This course will have a final exam scheduled during the exam period. Please note that the exam may be scheduled as late as 6 to 10 pm on April 30 and plan any travel accordingly.

The General Management Exam will be a comprehensive case analysis covering all units of the course.

Students who have received an accommodation for the final exam will be scheduled for a common make up exam date. If you fail to take the exam on the common make up exam date, you will have the opportunity to take the exam the next time the course is offered.

COURSE POLICIES

Teaching Methodology and Expectations of Students

The course is delivered using Ivey's renowned case method, which challenges students to learn by doing within an active class environment. 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.

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.

Students are expected to complete the preparatory work *before* they attend class where it will be discussed. Each class session may include a combination of mini-lectures, case discussions, active learning activities (individual and team), and guest speakers.

COVID-19 Resurgence

In the event of a COVID-19 resurgence during the course that necessitates the course moving away from in-person delivery, course content may be delivered online either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). There may also be changes to any remaining assessments at the discretion of the course instructor. In the event of a COVID-19 resurgence, detailed information about the impact on this course will be communicated by the Office of the Provost and by the course instructor.

Attendance

This course is delivered in-person. As such, attendance is in person only and attendance through other means (e.g., Zoom) is not available. Attendance at all classes in this course is expected; however, circumstances may arise which make it impossible for you to attend class. For this reason, students will be excused from one class per term without affecting their LT1: Contribution to Learning grade. In the situation of an extended absence (see the final two pages of this outline), please discuss with your Academic Advisor.

Under University regulations, your instructor can determine at which point absenteeism has become excessive and approach the Provost, who may stop your final exam or paper from being marked, thus preventing you from passing the course. At the discretion of the instructor, any student who misses more than 25% of scheduled classes without an accommodation will receive a LT1: Contribution to Learning grade of 0 for the course.

Preferred Method of Contact

Questions of a non-personal nature should be asked during class. It is preferred that questions about course content or course structure be asked during class sessions for the benefit of your peers. If you have questions that arise between classes about the course content or an activity or assignment, please check OWL Forums to see whether your question has been answered. If you cannot find the information you need, please post your question on OWL Forums, so other students can benefit from your question.

If you would like to discuss something personal, please contact me through email. You can also visit me during my office hours. If those times do not work for you, we can meet at a mutually convenient time.

Email

Please use a professional tone when sending emails. Email is a useful tool for sharing news or setting up meetings, but for more complex questions, a face-to-face meeting is best. Please make an appointment to discuss any personal, academic, group work or controversial issues in person, especially any concerns that you might have about your grades; note that I do not discuss grades via email. I check email and OWL daily Monday through Friday between the hours of 7:00 am and 3:00 pm. I attempt to answer emails in the order received however please be aware responses will likely not be instant. I do not check OWL or email in the evenings or during the weekend, so plan accordingly.

Appointments

Students are welcome to meet with me by arranging an appointment at a mutually convenient time. Be on time for your appointment, have an objective for the discussion and let me know in advance which learning task or topic you wish to discuss, so I can be prepared.

Student Use of Technology in Class

The nature of the classroom requires that electronic devices (laptops, tablets, and/or smart phones) be used to participate in class activities. There will be times where students will be asked to close or put devices away. Students are asked to fully cooperate with in-class instructions. Failure to cooperate and using devices for non-class activities (i.e., texting, checking email, checking social medial pages, etc.) will result in an immediate "0" in Contribution to Learning for that class. Recording devices of any kind (camera, recorders, phones, etc.) may not be operated without my consent.

Assignment Authoring

<u>All assignments to be uploaded to OWL must be authored from an original document</u> <u>using a Microsoft Word account registered to the student.</u> Microsoft Word is available free to all students by visiting myoffice.uwo.ca. Documents submitted with registrations affiliated to anyone other than the student may be taken as evidence of collaboration or plagiarism. Only Microsoft Word documents will be acceptable upload submissions (i.e., do not submit pdf or Page documents). If a student is required to resubmit due to improper document formatting, late penalties will be calculated from the time the properly formatted document is submitted.

<u>All testing points, except for the Organizational Behaviour Group Report, must be</u> <u>completed individually. Any consultation with other students or individuals will result in a</u> <u>grade of zero.</u> Except for the organizational behaviour group report, all exams/reports submitted electronically must be prepared using a singular electronic device.

Privacy

To respect privacy laws and the privacy of individual students, all grades will be distributed on OWL only. I will discuss your grades only with you. Please do not share or compare your grades. I cannot share information about another student's grades, so discussions comparing grades between students will not be entertained.

Academic Accommodation

If, on medical or compassionate grounds, a student is unable to complete a course component worth 10 per cent or greater of the final course grade, it is the responsibility of the student to consult with an Academic Advisor and follow the procedures documented in the "Policy regarding makeup exams and extensions of deadlines" on the final pages of this outline. You should contact me as soon as possible (within two business days of the missed deadline) to discuss your accommodation. Failure to do so will void your accommodation.

DROPPING A COURSE

To drop a course without academic penalty, you must drop the course by the following dates:

Full Credit Course November 30, 2022

For further details, check the online academic calendar in the registrar's website. To book an appointment with one of Brescia's Academic Advisors use one of the methods below:

web:https://brescia.uwo.ca/the_hive.phpphone:519-858-5151email:brescia@uwo.ca

If you are registered at another campus, please make an appointment to see your academic advisor at your home campus.

2022-23 BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

1. POLICY REGARDING ACADEMIC ACCOMMODATION

The complete policy regarding Accommodation for Illness - Undergraduate Students can be found at

https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1& SelectedCalendar=Live&ArchiveID=#Page 135

Students who have long-term or chronic medical conditions which may impede their ability to complete academic responsibilities should seek Academic Accommodation through Student Accessibility Services

(https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1 &SelectedCalendar=Live&ArchiveID=#Page_10).

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.

Students who experience an illness or extenuating circumstance sufficiently severe to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

- 1. For medical absences, submitting a **Student Medical Certificate** (**SMC**) signed by a licensed medical or mental health practitioner;
- 2. For non-medical absences, submitting **appropriate documentation** (e.g., obituary, police report, accident report, court order, etc.) to their Academic Advisor. Students are encouraged to contact their Academic Advisor to clarify what documentation is acceptable.

Request for Academic Consideration for a Medical Absence

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 for illness 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 their academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated.

The following conditions apply for students seeking academic accommodation on medical grounds:

- Students must submit their Student Medical Certificate (SMC) along with a request for relief specifying the nature of the accommodation being requested no later than two business days after the date specified for resuming responsibilities. An SMC can be downloaded from <u>https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf;</u>
- In cases where there might be an extended absence or serious issue, students should submit their documentation promptly and consult their Academic Advisor for advice during their recovery period;
- Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, scheduled tests or examinations, and other academic requirements;
- Students must communicate with their instructors no later than 24 hours after the end of the period covered by the SMC to clarify how they will fulfil the academic expectations they may have missed during the absence;

5. Appropriate academic accommodation will be determined by the Dean's Office/Academic Advisor in consultation with the course instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements, arranging Special Exams (make-ups), re-weighting course requirements, or granting late withdrawal without academic penalty.

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal challenge 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 are not normally considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult your Academic Advisor

(<u>https://brescia.uwo.ca/enrolment_services/academic_advising/book_an_appointment.php</u>). If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines; please contact your Academic Advisor or see the list of sessional dates in the Academic Calendar (<u>https://www.westerncalendar.uwo.ca/SessionalDates.cfm?SelectedCalendar=Live&ArchiveID=</u>).

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.*

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.

Please note that for asynchronous online courses, attendance or participation requirements maybe different than for synchronous or in-person courses.

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 and warranted.

It is important to note that the Academic 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 (<u>https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=5</u> &SelectedCalendar=Live&ArchiveID=#Page_64).

4. SCHOLASTIC OFFENCES

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence at: https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_20.

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. 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 Scholastic Discipline for Undergraduate Students in the Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Academic Dean's Office, 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.

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 is to be sent to the School Chair. If the response of the Chair is considered unsatisfactory to the student, they may then submit a written appeal to the Office of the Dean. If the student is not satisfied with the decision of the Dean, they may appeal to the Senate Review Board Academic (SRBA), if there are sufficient grounds for the appeal and if the matter falls within the jurisdiction of the SRBA. For information on academic appeals consult your Academic Advisor or see the Student Academic Appeals – Undergraduate in the Academic Calendar

https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1& SelectedCalendar=Live&ArchiveID=#Page_14.

Note that final course marks are not official until the Academic Dean has reviewed and signed the final grade report for the course. If course marks deviate from acceptable and appropriate standards, the Academic Dean may require grades to be adjusted to align them with accepted grading practices.

6. PREREQUISITES

Unless you have either the prerequisites for a course or written Special Permission from the 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 prerequisite(s).

7. SUPPORT

Support Services

The Brescia University College Registrar's website, with a link to Academic Advisors, is at http://brescia.uwo.ca/academics/registrar-services/. Students can access supports through Brescia's Student Life Centre (http://brescia.uwo.ca/academics/registrar-services/. Students can access supports through Brescia's Student Life Centre (http://brescia.uwo.ca/life/student-life/) and Learning Development & Success at Western (https://www.uwo.ca/sdc/learning/).

Mental Health and Wellness

Students may experience a range of issues that can cause barriers to your learning, such as increased anxiety, feeling overwhelmed, feeling down or lost, difficulty concentrating and/or lack of motivation. Services are available to assist you with addressing these and other concerns you may be experiencing. You can obtain information about how to obtain help for yourself or others through **Health & Wellness at Brescia**, https://brescia.uwo.ca/student_life/health_and_wellness/index.php

and Health and Wellness at Western, http://uwo.ca/health/mental_wellbeing/index.html.

Sexual Violence

All members of the Brescia University College community have a right to work and study in an environment that is free from any form of sexual violence. Brescia University College recognizes that the prevention of, and response to, Sexual Violence is of particular importance in the university environment. Sexual Violence is strictly prohibited and unacceptable and will not be tolerated. Brescia is committed to preventing Sexual Violence and creating a safe space for anyone in the Brescia community who has experienced Sexual Violence.

If you or someone you know has experienced any form of Sexual Violence, you may access resources at https://brescia.uwo.ca/safe_campus/sexual_violence/index.php.

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.