

### **Business 1220E Introduction to Business**

#### **CONTACT INFORMATION**

Instructor: Alexander (A.J) Miller

Phone: (519) 630-3246

Email: [Amill64@uwo.ca](mailto:Amill64@uwo.ca)

Office Hours:

#### **Course Description**

Business 1220E gives students from all faculties the opportunity to learn business fundamentals in finance, marketing, operations, 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. 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.

#### **Course Objectives**

- C1. To present an introductory course in business administration and to offer students an exposure to Finance, Marketing, Operations 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, breakeven, 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 practice 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 Ivey Business School.

#### **Student Learning Outcomes**

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 statement of cashflows and ratios), projecting future financial statements and assessing the sensitivity of and risk associated with loans (finance unit).

#### **CLASS INFORMATION**

A series of video lectures will be released per unit and can be viewed asynchronously.

However, several discussion meetings will be held *sporadically* via Zoom. These will be scheduled on Mondays and Wednesdays between 6-9 pm EST.

Students must have a viable Internet connection that is able to support programs like Zoom and must be able to attend remote discussions during these set times. Students will also be required to use Microsoft word for assignments.

- L2. Develop and assess the feasibility of a marketing plan that focuses on an appropriate product and package of benefits, pricing, placement and promotional decisions (marketing unit).
- L3. Assess and determine the most appropriate adjustment, changes and/or the most appropriate to improve the efficiency or effectiveness of firm operations after having identified the process type, capacity of current operations and the customer's needs (operations unit ).
- L4. 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 difference and possible outcomes.
- L5. Make strategic decisions, regarding the future direction firms after considering the firm's wants, needs and cans. Students will also be able to value business using Net Book Value, Economic appraisal and capitalization of earnings. (General Management Unit)

Student competency levels on these outcomes will vary. You can expect to achieve these outcomes if you attend classes regularly, complete all assigned work in good faith and on time, demonstrate comprehension of the course content, and meet all other course expectation of you as a student.

## Course Structure and Content

The course is taught in four units: Financial Management, Marketing Management, Operations Management, 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.

## Brescia Core Competencies

*Communication (C1)* – Class participation will require strong development of oral communication skills. Written communication will be focused on with a written report.

*Critical Thinking (C2), Inquiry and Analysis (C3) and Problem solving (C4)* – As a decision making class this will be a core area developed through case based decision making. Students will be given recaps of real world situations and ask to evaluate complex situations and reach logical decision and solutions to problems.

*Self-Awareness and Development (C5)*– The group project will provide an opportunity to learn about personal behaviour patterns in the group setting. Students will first complete an individual report and receive feedback to help become aware of areas for development. The group report challenges students to be aware of their strengths and weaknesses and develop individual needs by learning from the strengths of others.

Additionally, the general management unit combines several previously covered topics and students will be challenged to be self aware of their abilities and develop in area of weaknesses to be able to complete the unit.

*Social Awareness and Engagement (C6)* - Discussions of cases often involve conflicting points of view. In class discussions will push students to understand the impact of local business decisions on the wider society around them. Additionally, cases will be included giving a diverse range of perspectives and challenge students to broaden their views.

## Course Materials

**Required:** Making Business Decisions: Text and Cases, Grasby, Crossan, Frost, Haywood-Farmer, Pearce & Purdy. Ivey Management Services, Summer Nights 2020. (This should be available as an e-book through the bookstore).

**The course casebook and handouts are protected under copyright law and are considered mandatory fees by Western Senate and the Board of Governors.**

Up-to-date information is provided on the Business 1220E OWL site.

## Course Pre-requisite

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.

## Online Teaching Methodology and expectation of students

The following details the recommend methodology for completing each unit.

- A. Review introductory reading material, introductory video lectures and ask questions during introductory Zoom discussion.
- B. Complete a case for the unit at home before reviewing the material.
- C. Watch the video lecture corresponding to that case.
- D. Attend the Zoom discussion session corresponding to the case.
- E. Repeat for each case in the schedule.
- F. Complete the assigned testing point for the unit.

### A Note Regarding Email

1. I will not check OWL email regularly. Please email me directly at [amill64@uwo.ca](mailto:amill64@uwo.ca) instead.
2. Email, although informal, still requires a tone of respect and proper language. Rudeness and disrespect will not be tolerated.
3. I 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.

### Make Up Exams

Due to the case-based nature of exams in this course, make up exams will be administered at the next time a testing point is available for this course, i.e. during regular sessions September – April. Special examinations will not be given.

### Zoom Appointments

If you wish to meet with me via zoom, send a request to [amill64@uwo.ca](mailto:amill64@uwo.ca).

### Privacy

In order to respect privacy laws, and the privacy of individual students, the only methods student grades will be communicated will be through the OWL site, 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. Student grades are confidential. Please take this into consideration when sharing your grades or asking others to share their grades. Your choice to share your grades will not be taken into consideration in any grading decision made by your professor and in order to respect the privacy of each student, the professor will only discuss individual grades with the student in question. 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.

### Evaluations

**All components of evaluation** (tests, reports, exam, as noted below) must be completed for a student to be eligible for a passing grade in the course. Students **must pass at least one of the following individual timed testing points** to be eligible to receive a passing grade: **finance test, operations test, general management (final) examination.** Reports submitted after ten business days of the due date will not be accepted, resulting in failure of the course. ***There will be no reweighting of components within the course.*** Late penalties will be applied to all reports and will be clearly defined on cover pages of the reports **Please note that 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.**

Component	Time	Learning Outcomes	Brescia Competency	Weight
Finance Report	June 3 <sup>rd</sup> 6pm	C2 – C4, L1	1-5	<b>20%</b>
Marketing Group Presentation	June 17 <sup>th</sup> 6pm	C2 – C5, L2	1-6	<b>20%</b>
Operations Group Report	July 6 <sup>th</sup> 6pm	C2 – C5, L3	1-5	<b>20%</b>
General Management Final Report	July 24 <sup>th</sup> 6pm	C2 – C4, L5	1-6	<b>30%</b>
Contribution	Everyday	C5 – C6, L1 – L5	1-6	<b>10%</b>

## Evaluation Component Description

Business 1220E is an essay course; consequently, the content of all testing vehicles (reports and presentations) 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.

**Financial Management Report:** The Financial Management report will be a case analysis and will cover Financial Accounting and the Financial Management. The Report must be completed individually. The report will be a case analysis and will finance 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 any report.

**Marketing Management Group Presentation:** The marketing management group presentation will be a case analysis and will cover an introduction to marketing. The case will outline several marketing decisions facing a business and students will create a 10-minute presentation outlining the marketing strategy they believe is best for the business. All group members are expected to contribute to the preparation of the presentation, however not all are required to present. However, in the unlikely and unfortunate case in which one (or more) member of the group does not contribute in the preparation equally, that member may receive a grade penalty which will be at the discretion of the instructor based on documentation and feedback. Students may not pay for consultation or advice in the preparation of the report.

**Operations Management Group Report:** The Operations Management group report will be a case analysis and will cover the content from the Operations Management Unit. The report will be a group report based on a case analysis, covering content from the unit. You are responsible for getting yourself into a group from your section and must be different than the marketing groups. 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. I expect that 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 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. Students may not pay for consultation or advice in the preparation of the report.

**General Management Exam:** The General Management Exam will be a comprehensive case analysis covering all units of the course and will be a cumulative report.

### Contribution:

For the case method to be effective discussion is extremely important.

Each unit and each case will be paired with a zoom discussion session. Your participation in these is mandatory and will be marked not only for attendance but will be evaluated based on your ability to contribute to the learning experience.

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 the instructor, any student who misses more than 25% of scheduled classes will receive a class contribution grade of 0 out of 10 for the course.**

*Student lead discussions* – Twice during the semester students will be assigned a topic for discussion and students will be expected to address this topic during the Zoom discussion session. The two topic discussions together will be worth 25% of the contribution grade.

### **Academic Accommodation**

If, on medical or compassionate grounds, a student is unable to complete a course component worth **greater than 10 per cent** 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 this outline. For academic accommodation to be considered for any course component worth less than 10 per cent of the final course grade, it is the responsibility of the student to approach the course instructor(s) in a timely fashion (within two business days of the missed deadline). Documentation may be required to be submitted to the academic advisor. If documentation is required, the request for accommodation will be decided by the academic advisor in consultation with the instructor. If documentation is not required, the instructor will make the final decision. The policies governing requests for academic accommodation for course components worth 10 per cent or more of the course grade are outlined in the Academic Policies section included at the end of the course outline.

### **Dropping a Course**

In order to drop your courses without academic penalty, you must drop the course by the following dates: June 8<sup>th</sup>, 2020

For further details, check the online academic calendar in the registrar’s website or check with your academic advisor. To book an appointment with one of Brescia’s Senior Academic Advisors, call 519.432.8353, extension 28266.

## 2020 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 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 her academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated. Documentation shall be submitted as soon as possible to the student's Academic Advisor indicating the period of illness and when the student should be able to resume academic responsibilities. Students must submit their documentation 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. 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.

A UWO Student Medical Certificate (SMC) is **required** if a student is seeking academic accommodation on medical grounds. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. A SMC can be downloaded from: <http://www.westerncalendar.uwo.ca/2016/pg117.html> 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 documentation stating simply that the student "was seen for a medical reason" or "was ill" is **not** adequate to support a request for academic accommodation.

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 policy on requesting accommodation due to illness can be viewed at:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf)

### 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 (<http://www.westerncalendar.uwo.ca/2016/pg130.html> )

### 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

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 Web site: <http://www.westerncalendar.uwo.ca/2016/pg113.html>

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 Student Academic Appeals under Academic Rights and Responsibilities in the Western Academic Calendar (<http://www.westerncalendar.uwo.ca/2016/pg112.html> )

## 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 prerequisite(s).

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://brescia.uwo.ca/academics/registrar-services/> . The website for the Student Development Centre at Western is at <http://www.sdc.uwo.ca/> . Students who are in emotional/mental distress should refer to Mental Health @ Western [http://uwo.ca/health/mental\\_wellbeing/](http://uwo.ca/health/mental_wellbeing/) for information including a complete list of options about how to obtain help.

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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.