

**Business 1220E
Introduction to Business**

CONTACT INFORMATION

Instructor: Alexander (A.J) Miller
11:30am
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Office Hours: Friday 3pm – 4pm

CLASS INFORMATION

Section 533 : Tuesday & Friday 1:30pm 3pm

Course Description

Business 1220E 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. 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

1. To present an introductory course in business administration and to offer students an exposure to Finance, 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, breakeven, 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 practice decision-making with imperfect information under time constraints.
4. To develop communication skills, both oral and written.
5. To provide an overview of the first year of the HBA and MBA programs at the Ivey Business School.

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 Materials

Required: Making Business Decisions: Text and Cases, Seventh Edition, Grasby, Crossan, Frost, Haywood-Farmer, Pearce & Purdy. Ivey Management Services, 2018. (available at the InPrint service counter, in the lower level of the UCC, and your student ID is required for this NONREFUNDABLE purchase).

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 on class assignments, reports, exams, and research participation 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.

Teaching Methodology and expectation 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 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. 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. 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 slides with you so that you can make your own 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. You must email in advance for known reasons. For this reason, students

will be excused for up to two classes per term without requiring documentation to support the absence. The two absences per term are not transferrable between terms. These absences will not negatively affect the student's contribution grade. For absences exceeding two in a given semester, the instructor will require notification from the student's academic advisor that the absence was valid and supported with appropriate documentation. See point one on page eight of this outline for further information.

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 20% of scheduled classes at any point after the first month maybe removed from the course. Anyone who has missed 20% of classes by the end will receive a class contribution grade of 0 out of 10 for the course.

Before the groups are formed any students who have missed 20% of class to that point maybe removed from the course.

NOTE: It is YOUR responsibility to catch up on missed class material by getting notes/information from students who were present. Once you have tried to catch up on your own, I will happily address any remaining questions/concerns.

Student Use of Technology in Class The Business 1220E classroom will be free of electronic devices including laptops and cell phones. Texting in class will result in an immediate "0" in contribution for that class. Recording devices of any kind (camera, recorders, phones, etc.) may not be operated without my consent.

A Note Regarding Email

1. I will not check OWL email regularly. Please email me directly at 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.

Appointments

If you wish to meet with me it is recommended that you see me during the designated weekly office hours or that you make an appointment. I prefer that you make appointments by sending an email 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, 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	Weight
Finance Exam	Sat Nov 3 rd 1-5pm	20%
Marketing Report	Fri Dec 7 th 4pm	15%
Operations Exam	Feb 2 nd 1-5pm	15%
OB group report	Mar 6 th 4pm	10%
General Management Final Exam	April Exam Period	30%
Contribution	Everyday	10%

Evaluation Component Description

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.

Financial Management Test: The Financial Management Test will be a case analysis and will cover Financial Accounting and the Financial Management

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 Management Report.

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

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 students from your section. 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 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.

Contribution: 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. Class contribution may also include assignments, hand-ins, group evaluations and prompt attendance. Just as important is listening attentively to your classmates and critiquing ideas constructively. Contribution will be graded on a daily basis. Attending class is important but minimal credit will be given for attendance alone. Missed classes (outside of the two missed classes allowable per term) will 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.

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 procedure. **BE WARNED, THIS COURSE USES STANDARDIZED MAKE UP DATES AND ACCOMMODATIONS WILL BE MADE FOR THE NEXT TESTING POINT IN THE ACADEMIC CYCLE.** 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: Full Course November 30



The Appendix to Course Outlines is posted on the OWL course site.