

COURSE OUTLINE – Winter 2024

Business 2295G: Business Basics for the Sciences

This introductory survey course assumes no prior knowledge of business. This course has been specifically designed to provide students pursuing modules offered by the Faculties of Science, Health Sciences or the Schulich School of Medicine and Dentistry, an introduction to the basics of finance, accounting and marketing management using Ivey's renowned case method of teaching.

COURSE TIMETABLE

The course timetable can be found on the Business 2295G OWL site.

LEARNING OUTCOMES

1. To expose the student to financial & accounting management and marketing management.
2. To provide an understanding of how business operates and how the individual employee fits into the larger business organization.
3. To develop an appreciation for the difference between the technical, quantifiable world of science and the uncertain socio-economic world of business.
4. To provide the student with the skills for effective problem-solving and the opportunity to practise making decisions with imperfect information and under time constraints.
5. To develop both written and oral communication skills.
6. To provide a foundation of knowledge for increased success in future business studies (Business 2257).

TEACHING METHODOLOGY AND EXPECTATIONS

This course is taught primarily by the case method, which requires a much greater involvement of the student than does the traditional lecture method. Students will analyze the case individually in preparation for broader engagement with the class. The instructor(s) will act as a discussion leader and encourage students' active learning. The very nature of the case method approach demands a high level of **preparation**, and **engagement**.

Students are expected to be fully engaged in the entire learning process. This means devoting time and energy to preparation. Reasoning and discovery are critical to the successful application of the case method. *Prior to any case discussion, engaging in discussions with (or examining notes from) others who may have already experienced the case class is a clear violation of conduct. To respect the intellectual property and integrity of materials presented, phones, cameras and any other recording devices are not to be used without the permission of the instructor(s).*

COURSE STRUCTURE AND CONTENT

Students examine and discuss a broad range of business case issues requiring analysis and decision-making. While students are expected to learn basic business theory, the major benefit of the course is an

understanding of the business environment in which decisions are made. Students will learn some of what is involved in good and bad judgment. Above all, they develop the capacity for forming sound decisions on the basis of the information available. The course continuously stresses the importance of making timely decisions and making them on the basis of imperfect information.

- **Financial & Accounting Management:** This module provides an understanding of the financial basics of a business. It covers the statement of earnings and the balance sheet, the importance of cash, the evaluation of financial performance, and risk analysis.
- **Marketing Management:** Students will gain an appreciation of marketing through analysis of corporate capabilities, customer characteristics, the competition, as well as political, economic, social and technological trends. This analysis will be used to develop promotion, price, product, and placement recommendations.

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

COURSE MATERIALS

Case Package: Business Basics for the Sciences 2295F/G for 2023 & 2024, Available online through Ivey Publishing: <https://www.iveypublishing.ca/s/ivey-coursepack/a1R5c00000FvYDkEAN>

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

ATTENDANCE

Attendance at all classes in this course is required. There is no way to “make up” for a missed class.

Under University regulations, your instructor can determine at which point absenteeism has become excessive and thus can prevent you from passing the course. At the discretion of individual instructors, any student who misses more than 25 per cent of scheduled classes will receive a class contribution grade of 0 out of 10 for the course. If absenteeism has exceeded 25 per cent of scheduled classes, your absences will be reported to the Dean’s Designate, one of the Business Foundations Program Directors, after due warning has been given. You may not be eligible to write the final exam/report. This UWO policy is outlined at: https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf

Allowable Absences

Ivey recognizes that students may experience unexpected life events that can make it challenging to attend class. For such events, students will be offered two allowable class absences during the course (no documentation required). To ensure consistency for every student, the two lowest contribution classes will be removed in calculating final contribution grades.

Extended Absences

Students who experience an extenuating circumstance (illness, injury, or other extenuating circumstance) sufficiently significant to render them unable to meet academic requirements may submit a request to academic counselling for academic consideration. Please access the link below for specifics on circumstances appropriate for academic consideration and how to report them. https://www.registrar.uwo.ca/academics/academic_considerations/index.html

USE OF RECORDINGS

Learning sessions for this course may be recorded by the instructor(s). The data captured during these recordings may include your image, voice recordings, chat logs and personal identifiers (name displayed on the screen). The recordings may be used for educational purposes related to this course, including evaluations. The recordings may be disclosed to other individuals under special circumstances. Please contact the instructor if you have any concerns related to session recordings. Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation, or the participant has the prior written permission of the instructor.

Technology in the Classroom

In the first session(s) of each course, your professor will establish guidelines and expectations for technology use in their course. Given the differences in course content, delivery and application, technology use will vary. Sometimes you may observe differences in how your classmates engage with, or access technology in the classroom, from how you may access or use technology. This is because at Ivey, we understand that to have open and accessible classroom spaces, we may need to proactively accommodate students' diverse learning needs through access to technology. Accommodations for learning differences support equity in our learning environments, so that students can engage, make sense of and contribute in our classroom spaces. For students who require access to learning accommodations related to technology use, please contact Western's Accessible Education team:

http://academicsupport.uwo.ca/accessible_education/index.html

EVALUATION

ALL COMPONENTS OF EVALUATION (TESTS, EXAMS, AND REPORTS AS NOTED BELOW) MUST BE COMPLETED FOR A STUDENT TO BE ELIGIBLE FOR A PASSING GRADE. THERE WILL BE NO RE-WEIGHTING OF COMPONENTS WITHIN THE COURSE. *Late penalties will be applied to all submissions and will be clearly defined on the rules page of the assignments. Absolutely no extensions.*

Segment	Date (eastern time)	Weighting
Finance & Accounting Test	February 5, 2024 – 3:30pm–5pm	26% or 31% with float
Finance & Accounting Midterm Exam	March 2, 2024 – 1pm–5pm	30% or 35% with float
Marketing Report	April 8, 2024	30% or 35% with float
Class Contribution*	Ongoing	9% or 14% with float
5% Float - added to one of the above testing points upon course completion to maximize your final grade		

**Class contribution may include case preparation, assignments, frequency and quality of discussion, and attendance. The 5% float will be added to reweight one of the following evaluations: the quiz, the midterm test, the marketing report or to class contribution based on which will give the student the highest final grade.*

Timed seated tests and/or midterms may be required to switch to virtual and/or report style assessments as required by University and/or public health directives.

Business Foundations Policy for Tests and Examinations

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

Where applicable, students are responsible for ensuring that all appropriate documents are uploaded to OWL before the test deadline or report deadline. Only documents that are submitted on OWL during the

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test will be marked for credit. Documents may not be accepted following the testing point or report deadline.

Students who experience an extenuating circumstance (illness, injury, or other extenuating circumstance) sufficiently significant to render them unable to meet academic requirements may submit a request to academic counselling for academic consideration. Please access the link below for specifics on circumstances appropriate for academic consideration and how to report them.

https://www.registrar.uwo.ca/academics/academic_considerations/index.html

Academic accommodation cannot be granted by your instructor or the Business Foundations department.

Students ***must communicate with their instructors no later than 24 hours*** after the end of the period covered by accommodation, or immediately upon their return following a documented absence.

Academic Consideration for a Medical or Non-Medical Absence

Students seeking academic consideration for a medical or non-medical absence not covered by existing Student Accessibility Services (SAS) accommodation, will be required to provide appropriate documentation to their academic counsellor. Students with an approved absence (approved by Academic Counseling) from a course testing point must contact their instructor within 24 hours to be eligible for a make-up assessment. There will be one timeslot available for a make-up assessment, which may have a different format or length than the originally scheduled assessment. If these deadlines are missed, the instructor will assign a grade of zero.

See https://www.registrar.uwo.ca/academics/academic_considerations/index.html for conditions in place for students seeking academic consideration.

Electronic Equipment

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

Scholastic Offences, Plagiarism and Collusion

Every student enrolled in Business 2295 is expected to comply with Ivey's Student Code of Professional Conduct. A copy of this code is available on the OWL site. Each student is required to read and electronically sign this code on OWL.

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a scholastic offence, at the following website:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Students must write essays and assignments (this includes case exams and reports) in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offense Policy in the Western Academic Calendar at link above).

Collusion is collaboration with another person(s) in the preparation of editing of notes, themes, reports, or other written work offered for credit unless such collaboration is specifically approved in advance by the instructor. Examples of collusion include extensive use of another's ideas for preparing a creative

assignment and undue assistance in the preparation or editing of written materials. Collusion is viewed as being similar to plagiarism and is a major academic offence.

All required papers (including case exams and reports) may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Students may not pay for consultation or advice in the preparation of any assigned work or testing point.

In the event that students are found to have committed a scholastic offence during the preparation of group assignments or reports, penalties will be applied toward all group members.

PROHIBITED INFORMATION

Unless explicit instructions are received from your instructor to the contrary, all course preparation must be limited to the information provided by your instructor(s), plus your own experience and that of your class peers. Class contributions should be based exclusively on your preparation and discussions with members of your classmates, and not augmented with information obtained anywhere else. Information related to cases that have been obtained from sources other than your instructor in paper, electronic or verbal form is not permitted to be used for class contribution or study purposes. Such prohibited information includes, but is not limited to, the following:

- Handouts, including follow on ("B") cases
- Exam or report feedback (related to a particular case) for other students or provided in other sections or years.
- Notes, spreadsheets, internet content, etc. specific to cases (obtained before the case has been taught) which has been prepared by others.
- Company information that is not provided in the case (and that is not derived from your own experience)
- ChatGPT or any other AI-assistive technology
- Unassigned cases and/or teaching notes of any kind

If it is determined that such prohibited information is used in class discussions, or for any other reason related to course study, such an incident will be deemed to be a violation of Ivey's Student Code of Professional Conduct.

UNIVERSITY RESOURCES

The website for the Office of the Registrar is <http://www.registrar.uwo.ca/>. Students may also wish to contact Student Development Services at <http://www.sdc.uwo.ca/> or student support services at <http://westernusc.ca/services/>. Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

A Final Welcome and Request of Our Students

Ivey Business Foundations welcomes individuals of all ages, backgrounds, beliefs, ethnicities, genders, gender identities, gender expressions, national origins, religious affiliations, sexual orientations, ability, and other visible and nonvisible differences. We consider our classrooms, virtual or otherwise, to be a place where all students will be treated with respect. All members of this class are expected to contribute to a respectful, welcoming and inclusive environment for every other member of the class.

Instructor

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