



**BUS1220E 670**  
**Introduction to Business**  
**Summer 2026**

Instructor: Christine Cooke  
Email: [ccooke28@uwo.ca](mailto:ccooke28@uwo.ca)

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**Course Information**

**Mode of Instruction:** Online Asynchronous

**Calendar Description:**

Business Administration 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 85 students. 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.

**Anti-requisite(s):** Business Administration 1299E, Business Administration 2295F/G, Business Administration 2299E.

**Extra Information:** 3 lecture hours.

**Course Weight:** 1.00

**Breadth:** CATEGORY A

**Subject Code:** BUSINESS

Notice: Unless you have either the requisites for this course (fulfilment of pre-requisites, no anti-requisite conflicts), or special permission from your Dean to enrol in it, you may be removed from this 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.



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Instructor: Christine Cooke CPA MBA TEP

Email: [ccooke28@uwo.ca](mailto:ccooke28@uwo.ca)

Office hours: Wednesdays 4:30-5:30pm via Zoom (email for appointment)

For more information on weekly material & assignment schedules please consult Brightspace.

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**COURSE DESCRIPTION**

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## **COURSE STRUCTURE AND LEARNING OUTCOMES**

### **Course Structure**

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.

A learning plan for each unit of this course is included on OWL. Following this schedule is your responsibility. You can expect to spend approximately 9-12 hours per week on this course. On average you might spend:

- 9-12 hours completing preparatory work (cases, readings, videos, etc.)

Depending on how much effort you put in and how fast you read, these times will vary by individual.

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 Learning Outcomes**

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

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- 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).
  - 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)
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## PREREQUISITES AND ANTIREQUITES

**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 MATERIALS

The following textbook is **required**: 1220E Casebook – Affiliates Edition 2025-2026 , estimated cost: \$100 available online (see Brightspace for link to Casebook)

**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. All students are required to purchase a new copy digital or physical. Ivey tracks this as reserves 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 EVALUATION

Component	Timing	Weight
Finance Exam	Thursday May 28th - 12-4pm Make-Up Exam in next semester	15%
Marketing Management Presentation Video (Group)	Due Friday June 12th, accepted without penalty until Monday June 15th at 11:55pm	15%
Operations Exam	Thurs June 25th - 12-4pm Make-Up Exam in next semester	15%
Organizational Behaviour Group Report	Due Friday July 10 <sup>th</sup> , accepted without penalty until Monday July 13 <sup>th</sup> at 11:55pm	15%
Final Exam (In person between July 27th-30th)	TBD	40%

You must complete all evaluation components to pass the course. There will be no reweighting of components unless you have received an academic accommodation. Grades will not be adjusted on the basis of need. Your mark in the course will be the mark that you earn based on your demonstrating understanding of course content. Extra credit assignments are not available, and assignments cannot be rewritten to obtain a higher mark. Once you have completed an assignment, you are committed to the mark earned.

A late penalty of 10 per cent will be deducted for each 24-hour period during which an assignment is late unless academic accommodation is received. 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 The University of Western Ontario and Turnitin.

**Extensions are never granted for this course**, any student needing accommodation will be provided a new case with a new timeframe for completion. It is the BUS course policy to provide an extra grace period after the due date for reports known as the accept until date. This added grace period is designed to compensate for the inability to offer minor extensions, however please be aware that SRAs (Self Reported Absences) do not apply to “accept until” dates and must be applied at the actual due date of the assignment.

## **EVALUTION 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.

*GENERATIVE AI is strictly prohibited for all testing points, any indication of the use of AI will result in a score of zero being applied.*

**Financial Management Exam:** The Financial Management Exam will be a case analysis and will cover Financial Accounting and Financial Management. **Students may NOT use self-reported absences for this testing point.**

**Marketing Group Presentation:** The Marketing Group Presentation will be a group video presentation based on a case analysis, covering content from the marketing Unit. You are responsible for getting yourself into a group of 2-3 students from your section. Every group member will contribute equally to the completion of presentation video. 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.

**Operations Exam:** The Operations Exam 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 2-3 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 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.

**General Management Exam:** The General Management Exam will be a comprehensive case analysis covering all units of the course and will be scheduled by during the final exam period as an in-person exam.

This course will administer its final exam **in-person**. By way of registering in this course, students are automatically registered to write their final exam in London. Students may opt-in to write at one of King's authorized testing centre locations in Toronto, Vancouver or Beijing.

For those opting to write in Beijing, Toronto or Vancouver, you must register to write at those locations. Instructions with a link to the registration form are available on the front page of the course Brightspace site.

## **COURSE POLICIES**

### **Teaching Methodology and Expectations of Students**

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.

### **Assignment Authoring**

All assignments to be uploaded to OWL must be authored from an original document using a Microsoft Word account registered to the student. 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 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.

All testing points, except for the Marketing Group Video and the Organizational Behaviour Group Report, must be completed individually. Any consultation with other students or individuals will result in a grade of zero. With the exception of the group project and report, all exams / reports submitted electronically must be prepared using a singular electronic device.

### **Preferred Method of Contact**

Questions may be submitted via email; I attempt to answer emails in the order received however please be aware responses will likely not be instant. It is preferred that students attempt to ask a question via email first before attending office hours as Zoom sessions / office hours can be set up as the situation necessitates.

If you would like to discuss something personal, please contact your instructor through email. You can also visit office hours by making an appointment via email. If those times do not work for you, another meeting can be arranged at a mutually convenient time. If you would prefer to meet virtually over Zoom a meeting can be booked via email. Instructors often do not respond to emails during evenings or weekends so please plan accordingly.

# King's University College General Course Policies 2025-2026

## **1. Academic Accommodations, Consideration for Absences**

### **Academic Accommodation (Accessibility)**

Accessibility Services works to ensure that academic programs are accessible to all students, and supports students who may have a condition related to, but not limited to, vision, hearing, mobility, different ways of learning, mental health, chronic illnesses, chronic pain, autism spectrum disorder, ADD/ADHD, and temporary conditions (beyond short-term academic consideration). Accessibility Services provides recommendations for accommodation based on medical documentation or psychological and cognitive assessment. The accommodation policy can be found here [Academic Accommodation for Students with Disabilities](#). Information on Accessibility Services at King's can be found [here](#).

### **Academic Consideration for Student Absence**

If a student is unable to meet a course requirement due to substantial but temporary extenuating circumstances (medical or compassionate), they should follow the procedures below.

In some cases, where instructors have built flexibility into their assessments, this flexibility will already address consideration needs.

Requests for academic consideration should be directed to the Academic Advising Office of your faculty/college of registration. Requests must be made as soon as possible and no later than 48 hours after the missed assessment.

As a rule, documentation is required for academic consideration. For academic consideration requests on medical grounds, the Student Medical Certificate is available at [here](#).

Students are permitted one academic consideration request without supporting documentation per term per course. Instructors may designate one assessment per half-course weight as requiring formal supporting documentation. Please refer to the course outline for each course. For further information, please see:

<https://mykings.ca/intranet/app/#/academics/academic-advising/academic-consideration-requests-and-student-absence-portal>

### **Absences from Final Examinations**

If you miss the Final Exam, contact the Academic Advising Office of your faculty/college of registration as soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a “Multiple Exam Situation” (e.g., more than 2 exams in 23-hour period, or more than 3 exams in a 47-hour period).

If a student fails to write a scheduled Special Examination, the date of the next Special Examination (if granted) normally will be the scheduled date for the final exam the next time this course is offered. The maximum course load for that term will be reduced by the credit of the course(s) for which the final examination has been deferred. See the Academic Calendar for details [https://academicsupport.uwo.ca/accessible\\_education/exams/index.html](https://academicsupport.uwo.ca/accessible_education/exams/index.html).

## **Religious Accommodation**

Students should consult the University's list of recognized religious holidays, and should give notice in writing to the instructor and Academic Advising Office if a course requirement will be affected by a religious holiday/observance. Notice must be given as early as possible, and no later than two weeks prior to an examination, and one week prior to a midterm test date. It is the responsibility of such students to inform themselves concerning the work done in classes from which they are absent and to take appropriate action.

## **2. Support Services**

Accessibility, Counselling and Student Development at King’s University College:

<https://mykings.ca/intranet/app/#/student-supports-and-services>

Students experiencing emotional or mental health distress can access services at King’s University College: <https://mykings.ca/intranet/app/#/student-supports-and-services/personal-counselling>

Good2talk is a good online and phone 24/7 resource for students and is available in English, Mandarin, and French: <https://good2talk.ca>, 1-866-925-5454

MentalHealth@Western provides a complete list of options about how to obtain help: <https://www.uwo.ca/health/psych/index.html>

Academic Support Services at King’s University College:

<https://mykings.ca/intranet/app/#/academics/academic-advising>

## **GBSV Support:**

King’s is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at: <https://mykings.ca/intranet/app/#/student-supports-and-services/campus-safety-and-reporting/gender-and-sexual-violence>

You can reach someone supports at Kings by emailing [Care@kings.uwo.ca](mailto:Care@kings.uwo.ca) or calling 519-930-4640 to reach a social worker who can offer help.

You can also reach Western’s Gender-Based Violence & Survivor Support Case Manager by [email](#) or by calling 519-661-3568.

See also [https://www.uwo.ca/health/student\\_support/survivor\\_support/get-help.html](https://www.uwo.ca/health/student_support/survivor_support/get-help.html)

University Students' Council offers many valuable support services for students, including the health insurance plan: <http://westernusc.ca/services/>

### **3. Statement on Use of Electronic Devices**

**Use of Electronic Devices:** Unless explicitly stated otherwise, you are not allowed to have a cell phone, or any other electronic device, with you during tests or examinations. Unauthorized possession of such a device during a test or examination constitutes an academic offence.

**Use of Laptops, Tablets, and Smartphones in the Classroom:** King's University College at Western University acknowledges the integration of new technologies and learning methods into the curriculum. The use of electronic devices such as laptop computers, tablets, or smartphones can contribute to student engagement and effective learning. At the same time, King's recognizes that instructors and students share jointly the responsibility to establish and maintain a respectful classroom environment conducive to learning.

The use of electronic devices by students during lectures, seminars, labs, etc., shall be for matters related to the course at hand only. Students found to be using electronic devices for purposes not directly related to the class may be subject to sanctions under the Student Code of Conduct; see <https://mykings.ca/intranet/app/#/student-supports-and-services/campus-safety-and-reporting/student-code-of-conduct>

Inappropriate use of electronics (e.g., laptops, tablets, smartphones) during lectures, seminars, labs, etc., creates a significant disruption. As a consequence, instructors may choose to limit the use of electronic devices in these settings. In addition, in order to provide a safe classroom environment, students attending in-person class sessions are strongly advised to operate laptops with batteries rather than power cords.

### **4. Statement on Academic Offences**

King's is committed to academic integrity. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, is posted at [here](#).

It is expected that students will submit work that is truly their own, completed without external assistance (human or artificial) except as explicitly permitted by the course instructor. Check with you instructor on what tools, including generative AI (ChatGPT, translation tools, grammar-checking tools) are permitted in the course. Because a tool is permitted in one course, that does not mean it is permitted in other courses.

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; see <https://elearningtoolkit.uwo.ca/tools/OriginalityReports-TurnItIn.html>.

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.

## **5. Copyright of Course Material**

Lectures and course materials, including PowerPoint presentations, tests, outlines, and similar materials are protected by copyright. Faculty members are the exclusive owner of copyright in those materials they create. Students may take notes and make copies for their own use. Students may not allow others to reproduce or distribute lecture notes and course materials publicly (whether or not a fee is charged) without the express written consent of a faculty member.

Unauthorized sharing of class content is subject to academic discipline.

Similarly, students own copyright in their own original papers and exam essays. If a faculty member wishes to post a student's answers or papers on the course website, they should ask for the student's written permission.

## **6. Use of Recordings**

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation and/or the participant has the prior written permission of the instructor. Unauthorized recording and/or sharing of class content is subject to academic discipline.

## **7. Policy on Attendance**

Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course, will be reported to the Dean of the Faculty offering the course, after due warning has been given. On the recommendation of the department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course.