



BUS1220E 571
Introduction to Business
Fall/Winter 2026-2027

Instructor: Hani Al Shami
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Course Information

Mode of Instruction: In-Person

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.

BUS1220E (570) - Introduction to Business

Fall/Winter 2026-2027

Instructor: Dr. Hani AlShami

Email: malsha7@uwo.ca

Office Hours (Virtual): Mondays, 11:00 am - 1:00 pm (by appointment).

For information on course times, locations, and assignment schedules, please consult Brightspace.

COURSE INFORMATION

Business Administration 1220E, offered by the Ivey Business School, provides students from all faculties with an opportunity to develop foundational knowledge in finance, marketing, operations, organizational behaviour, and general management. The course is delivered using Ivey's renowned case method, which emphasizes learning through active analysis and discussion in a class environment of no more than 85 students. Students examine real business issues, make management decisions, defend their positions, and identify appropriate courses of action. The course is particularly well suited to students seeking an introduction to Ivey's distinctive learning experience.

Mode of Instruction: In Person

Extra Information: 3 lecture hours.

Course Weight: 1.00

Breadth: CATEGORY A

Subject Code: BUSINESS

Note: Students must satisfy all course requisites (including prerequisites and the absence of anti-requisite conflicts) or obtain special permission from their Dean to enrol. Students who do not meet these requirements may be removed from the course, and the course will be deleted from their academic record. This decision may not be appealed, and no fee adjustment will be made if a student is removed for failing to meet the necessary prerequisites.

COURSE STRUCTURE AND LEARNING OUTCOMES

Course Structure

The course is organized into 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 that require analysis and decision-making.

A learning plan for each unit is available on OWL. Students are responsible for following the schedule. The expected workload is approximately 9-12 hours per week.

On average, students should expect to spend:

- 6-9 hours completing preparatory work (cases, readings, videos, etc.)
- 3 hours attending class

Actual time requirements will vary according to individual preparation and reading pace.

Although students will develop an understanding of the problems managers face, a primary benefit of the course is gaining insight into the environment in which managerial decisions are made. Students will examine the factors that contribute to effective and ineffective judgment and develop their capacity to make sound decisions based on available information. The course emphasizes timely decision-making, often under conditions of imperfect information.

Course Learning Outcomes

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

- L1.** Analyze a firm's historical financial position using statements of cash flows and financial ratios; project future financial statements; assess the sensitivity and risk associated with financing needs; and make decisions regarding loan requirements (Finance unit).
- L2.** Develop and assess the feasibility of a marketing plan that addresses an appropriate product and package of benefits, as well as pricing, placement, and promotional decisions (Marketing unit).
- L3.** Assess a firm's operations and determine appropriate adjustments or changes to improve efficiency or effectiveness after identifying the process type, current capacity, and customer needs (Operations unit).
- L4.** Develop a detailed and effective action plan to address interpersonal workplace tensions and issues in both the short and long term by identifying and addressing root causes related to leadership, influence, motivation, diversity, organizational structure, cognitive differences, and potential outcomes.
- L5.** Make strategic decisions regarding the future direction of firms 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 (General Management unit).

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 MATERIALS

The following course material is **required**: 1220E Casebook - Affiliates Edition 2026-2027. The estimated cost is \$171, and it is available at the main campus bookstore (print only).

The course casebook and handouts are protected under copyright law and are considered mandatory fees by Western Senate and the Board of Governors. Current information regarding class assignments, reports, exams, and research participation will be posted on the Business 1220E OWL site.

All students are required to purchase a new copy, whether digital or physical. Ivey tracks casebook purchases and reserves the right to block students from receiving course credit in the event of a copyright breach. Used copies of the casebook may not be purchased. Students who purchased a casebook in a previous session, including for their own use, are required to purchase a new copy for the current session.

COURSE EVALUATION

Segment	Due Date	Weighting
Finance & Accounting Exam	Friday, November 6, 2026, from 6:00pm – 10:00pm, ET	20%
Marketing Management	Due: Friday, December 4, 2026, by 6:00pm, ET Accepted without penalty until Wednesday, December 9, 6:00pm, ET	15%
Operations Management	Saturday, January 30, 2027, from 1:00pm – 5:00pm, ET	15%
Organizational Behaviour	Due: Monday, March 1, 2027, by 6:00pm, ET Accepted without penalty until Thursday, March 4, 6:00pm, ET	10%
General Management	Final exam period	30%
In-Class Contribution	Ongoing	10%
TOTAL		100%

Students must complete all evaluation components to be eligible to pass the course. Components will not be reweighted unless an approved academic accommodation applies. Grades will not be adjusted on the basis of individual need; final course grades reflect demonstrated achievement of the course content and requirements. Extra-credit assignments are not available, and completed assignments may not be rewritten for the purpose of improving a grade. Once an assignment has been completed, the grade earned is final.

A late penalty of 10 per cent will be applied for each 24-hour period that an assignment is late unless an academic accommodation has been approved. All assignments are subject to textual similarity review using plagiarism-detection software licensed by the University.

Assignments submitted for similarity review will be included as source documents in the reference database for the purpose of detecting plagiarism in subsequent submissions. Use of this service is subject to the licensing agreement currently in place between The University of Western Ontario and Turnitin.

Only one make-up examination is available for each testing point during the semester. Students who miss both the original examination and the scheduled make-up examination will be required to write during the summer session.

Extensions are not granted in this course. Students requiring an approved accommodation will be provided with a new case and a revised timeframe for completion. BUS course policy provides an additional grace period after the report due date, referred to as the "accept-until" date. This grace period is intended to address minor extension needs. SRAs (**Self-Reported Absences**) do not apply to accept-until dates and must be applied to the original assignment due date.

EVALUATION COMPONENT DESCRIPTIONS

Business 1220E is an essay course. Accordingly, all testing vehicles (tests, reports, and the final exam) are expected to meet accepted standards of written English, including spelling, grammar, syntax, style, and word choice. Responses must be clear and concise and should develop a coherent argument that supports the conclusions drawn from the analysis.

GENERATIVE AI is strictly prohibited at all testing points. Any indication that generative AI has been used will result in a grade of zero for the assessment.

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

Marketing Group Presentation: The Marketing Group Presentation will consist of a group video presentation based on a case analysis and will cover content from the Marketing unit. Students are responsible for forming groups of seven within their section. All group members are expected to contribute equitably to the development and completion of the presentation video. If one or more group members do not contribute equitably, an individual grade penalty may be applied at the instructor's discretion based on available documentation and peer feedback.

Operations Exam: The Operations Exam will consist of a case analysis covering content from the Operations Management unit.

Organizational Behaviour Report: The Organizational Behaviour Report will consist of a group report based on a case analysis and will cover content from the Organizational Behaviour unit. Students are responsible for forming groups of seven within their section. All group members are expected to

contribute equitably to the completion of the Group Report. If one or more group members do not contribute equitably, an individual grade penalty may be applied at the instructor's discretion based on available documentation and peer feedback.

General Management Exam: The General Management Exam will be a comprehensive case analysis covering all units of the course. It will be scheduled during the final exam period and completed as a take-home examination.

Contribution: Student contribution is a cornerstone of an effective learning experience. Active involvement enhances learning, supports the assimilation of course material, and strengthens class discussion. Meaningful contribution begins with thorough class preparation. Contributions should be relevant to the discussion and may include responding to questions, volunteering perspectives, advancing the discussion, developing an argument, clarifying difficult concepts, and asking pertinent questions.

COURSE POLICIES

Teaching Methodology and Expectations of Students

Students are expected to complete assigned preparatory work before attending class. Class sessions may include a combination of mini-lectures, case discussions, active-learning activities completed individually or in teams, and guest speakers.

Attendance

Attendance at all classes is expected. However, circumstances may arise that prevent attendance. Students may therefore be **excused for up to two classes per semester**, and these absences will not negatively affect the Contribution to Learning grade. Students experiencing an extended absence should consult their Academic Advisor (see the final two pages of this outline).

Under University regulations, the instructor may determine when absenteeism has become excessive and may refer the matter to the Academic Dean, who may direct that the student's final test/paper not be marked, thereby preventing the student from passing the course. **At the instructor's discretion, a student who misses more than 25% of scheduled classes will receive a class contribution grade of 0 out of 10 for the course.**

Student Use of Technology in Class

The nature of the course requires the use of electronic devices (laptops, tablets, and/or smartphones) to participate in certain class activities. At other times, students may be asked to close or put away their devices and are expected to follow all in-class instructions. Use of devices for non-course-related activities (e.g., texting, checking email, or accessing social media) **will result in a grade of 0 for Contribution to Learning for that class.** Recording devices of any kind, including cameras, audio recorders, and phones, may not be used without the instructor's consent.

Assignment Authoring

All assignments submitted through OWL must be created from an original Microsoft Word document using an account registered to the student. Microsoft Word is available to students at no cost through myoffice.uwo.ca. Documents associated with an account other than the student's may be treated as evidence of unauthorized collaboration or plagiarism. Only Microsoft Word files will be accepted for upload; PDF submissions will not be accepted. If resubmission is required because of improper document formatting, any applicable late penalty will be calculated from the time the correctly formatted document is submitted.

All testing points, except for the Organizational Behaviour Group Report, must be completed individually. Consultation with other students or individuals will result in a grade of zero. With the exception of the Organizational Behaviour Group Report, all examinations and reports submitted electronically must be prepared using a single electronic device.

Preferred Method of Contact

Questions of a non-personal nature should normally be raised during class so that all students may benefit from the discussion. Questions about course content or course structure may also be submitted by email. Emails will be addressed in the order received; students should not expect an immediate response. Students are encouraged to contact the instructor by email before requesting an office-hours appointment, as Zoom or office-hour meetings can be arranged as appropriate.

For personal or confidential matters, please contact the instructor by email. Office-hour appointments may be scheduled by email, and alternative meeting times can be arranged when necessary. Virtual meetings via Zoom may also be scheduled by email. Responses to emails may be limited during evenings and weekends; students should plan accordingly.

KING'S UNIVERSITY COLLEGE

GENERAL COURSE POLICIES

2026-2027

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 <https://registrar.uwo.ca/academics/pdfs/student-medical-certificate.pdf>

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://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf

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 (under Special Examinations).

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://kings.uwo.ca/community/library/services/accessibility/>

Students experiencing emotional or mental health distress can access services at King's University College: <https://kings.uwo.ca/campus-life/student-supports/>

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/mental-health/index.html>

Academic Support Services at King's University College:

<https://www.kings.uwo.ca/current-students/academic-resources/>

GBSV Support:

King's (Western) is committed to reducing incidents of gender-based sexual violence (GBSV) and providing compassionate support to anyone who is going through or has gone through these traumatic events. If you are experiencing or have experienced GBSV (either recently or in the past), you will find information about support services for survivors, including emergency contacts at the following website:

Mental Health and Wellness at King's - King's University College

You can reach someone supports at Kings by emailing 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.

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

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://kings.uwo.ca/sites/2025/assets/files/about/governance/policies/board/Board%20Policy%203_1%20Code%20of%20Student%20Responsibilities%20and%20Conduct.pdf

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

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 your 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/Originality Reports - 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.