



MOS1021A 572
Introduction to Consumer Behaviour and Human Resources
Fall 2026

Instructor: Jim Dimitropoulos
Email: jdimitro@uwo.ca

Course Information

Mode of Instruction:

Calendar Description:

This course introduces students to the study of management and organizations based on best available evidence. Topics covered may include consumer behavior, human resource management, business processes, intercultural relations, and multinational corporations in a globalized economy. These topics are fundamental to understanding managing people, consumer choice, and global commerce.

Extra Information: 3 lecture hours.

Course Weight: 0.50

Breadth: Category A

Subject Code: MOS

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.

King's University College

MOS 1021A – Intro to Consumer Behaviour and Human Resources

Course information:

Instructor: Jim Dimitropoulos

Contact Information: jdimitro@uwo.ca

Office hours: By appointment

Course description:

This course introduces students to the study of management and organizations based on best available evidence. Topics covered may include consumer behavior and marketing strategy, human resource management, business processes, intercultural relations, and multinational corporations in a globalized economy. These topics are fundamental to understanding managing people, consumer choice, and global commerce.

Course learning outcomes:

By the end of the semester, students will:

- Describe the consumer purchase decision process and the influences on consumer decisions, including the psychological, sociocultural, situational, and marketing mix influences.
- Describe and apply the key principles of marketing plan creation and implementation in determining marketing strategy.
- Describe and apply the key principles and steps involved in analyzing jobs as well as recruiting, selecting, training, and managing the performance of employees, with consideration for the ethical guidelines, laws, and research in the field.
- Develop oral and written business communication skills, teamwork abilities, and case analysis skills.

Mode of Instruction:

- *This is an in-person class*

Course textbooks/materials:

MOS 1021 uses a customized course pack, which includes key readings, and the cases used in the course. It is essential that each student purchase a copy of the course pack. Students can purchase a copy for sale from the Ivey Publishing Website:

<https://www.iveypublishing.ca/s/ivey-coursepack/a1ROF000006GBwv2AG>

You are also required to have access to a computer with MS office software, including MS Word, PowerPoint, and Excel. All King's students have free access to the full set of MS office materials included in their tuition. The King's IT department can help you access those materials if you require assistance.

BRIGHTSPACE: This course will use OWL Brightspace as the primary course website, and to post grades, announcements, class schedules, materials and so forth. It will also hold the latest version of the syllabus, should it change. It is your responsibility to ensure that you have the most up-to-date version of the syllabus and all other information necessary for the course by visiting Brightspace on a regular basis.

Method of evaluation:

This class is interactive, using a combination of case studies, in-class activities, and group discussions. Come to class prepared to participate, having completed all pre-work.

Course Component	Breakdown
Marketing assignment	15%
Human resources assignment	15%
Class participation	10%
Midterm exam (marketing)	30%
Final exam (human resources)	30%

Marketing Assignment (15%): This assignment will require students to complete a marketing pitch, including a small video recording that is submitted via OWL. More details will be provided in class.

Human Resources Assignment (15%): This assignment will require students to work in small groups, to be assigned by the instructor. The final deliverable will be a written report, submitted via OWL and subject to Turnitin. Further details on the assignment and the allocation of group versus individual grades will be provided in class.

Participation (10%): Each class will have dedicated time set aside to discuss either assigned readings, cases, and/or engage in other active learning activities such as role plays, debates, and exercises. Your participation mark will be based then not only on attendance but also the degree to which you come to class prepared, actively participate in class activities, and add value to group discussion. Students will not only be rewarded for active participation, but may be penalized for distracting behavior (talking during presentations, texting, etc.) There may also be some hand-in homework assignments as part of this 10% contribution mark, and a midsemester participation grade will be posted.

This classroom follows a “heads up” learning style, where cell phones/laptops/other electronic devices are prohibited unless the instructor explicitly states otherwise. Students who require

electronic supports and have documentation on file should speak to the instructor in advance of class.

Students are expected to come to the majority of classes but can miss up to two classes throughout the semester without any penalty to your participation grade.

Midterm exam (30%): The midterm exam will use a series of mini-case application questions to test your knowledge of marketing concepts and marketing strategy application. The marketing midterm exam will be scheduled outside of class time. Academic consideration for the midterm requires submission of formal supporting documentation.

Students who miss the midterm for a valid and approved reason may be eligible for one make-up midterm during the semester; should they miss that date they can write the midterm the next time the course is offered.

Final exam (30%): The final exam will include a mix of short answer and mini-case application questions to test your knowledge of human resources concepts and their application. The final exam will be scheduled during the final exam period.

Students who miss the final exam for a valid and approved reason may be eligible for one make-up exam during the exam make-up period determined by King's. Should they miss that date they can write the final exam the next time the course is offered.

Note: All components of the course must be completed and submitted in order to complete the course.

ACADEMIC INTEGRITY & AI USE

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.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf.

Within this course, use of generative artificial intelligence (AI) tools (such as ChatGPT, translation tools, and grammar-checking tools) is not permitted for written work submitted for evaluation. Unauthorized use of AI will be subject to academic discipline.

Please note that any usage of artificial intelligence or language generation or translation applications by students to complete assigned work for this course must be approved by the instructor *and* noted by the student in the submitted work itself. Writing text and then feeding it into a computer application to **improve or translate your own words**, changing a few words, and then submitting this text as if it was your own constitutes plagiarism.

You must compose text, choose words, construct logic flow, structure sentences and paragraphs to organize, synthesize, interpret information with your own mind. When you borrow language or ideas **from another person or from a machine** this must be acknowledged with quotation marks and/or citations. (Reference: CYS Policy Statement, 2023)

COURSE SCHEDULE*

Week 1 Sept 7-11: Course overview, introductions and ice breakers Academic integrity , small group exercise

Week 2 Sept 14-18 : Marketing strategy formation

Week 3 Sept 21-25: Marketing strategy in action: Case 1

Week 4 Sept 28 to Oct 2: Marketing strategy in action: Case 2

Week 5: Oct 5-9: Marketing math, Case 3

Week 6 Oct 12-16: **Reading week, no class**

Week 7: Oct 19-23: Case 4, skills development

Week 8: Oct 26-30 **Marketing midterm exam**

Week 9: Nov 2-6: Introduction to HRM segment, small group exercise, Managing diversity

Week 10: Nov 9-13: Hiring: lecture and discussion

Week 11: Nov 16-20: Performance review: lecture and case study

Week 12: Nov 23-27: March 20: Firing employees: lecture and case study, Managing your own career: mini lecture and case study

Final exam scheduled by the registrar's office

*DRAFT, MAY BE SUBJECT TO MINOR CHANGES, CHECK OWL Brightspace

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.