

## Western University - Faculty of Engineering

### ENGSCI 9701 –Business Acumen Course Outline – 2015/16

#### **Objectives:**

The objectives of this course are to introduce students to basic business fundamentals in a variety of areas and to lay the foundation for lifelong learning. Targeted at research students, this course is designed to develop literacy in business language and basic concepts. While the course will not make a student an expert in business, it provides a foundation to a broad range of business subjects.

These topics have been selected as they address the most immediate ways in which research engineers start working with “the business” in organizations. The goal is initially to develop awareness of reading financial statements and developing basic marketing plans. After that we will look at how leadership skills are applied to implement strategy and innovation processes to further organization goals.

Finally, students will be exposed in a structured fashion to business news of the day. The objective of this element will be to develop a student’s ability to apply their lessons learned to understanding how their engineering work fits in and is affected by current events.

#### **Topics:**

The basic topics covered in this course will be:

1. Financial Statements: focus on reading and understanding balance sheets and income statements
2. Market Planning: understanding of customer segmentation and promotion strategies
3. Leadership: leading oneself, teams and organizations
4. Strategy: setting basic organizational strategy, including competitive environments and differentiation within these environments
5. Innovation Processes: understanding of organizational processes that support innovation
6. Understanding Business Events

#### **Prerequisite:**

This course is open to any PhD student at any stage of the program.

#### **Corequisite:**

None

#### **Antirequisite:**

None

#### **Instructor:**

Dr Darren Meister, [dmeister@uwo.ca](mailto:dmeister@uwo.ca),

#### **Contact Hours:**

August 24-28, 8:30 am to 5:00 pm

#### **Course Materials:**

Case package will be made available.

**Evaluation:**

The final course mark will be determined as a Pass/Fail. Full and prepared contribution to each session will result in a Pass. Non-attendance without significant extenuating circumstances will result in a failure, as will poor preparation, disruptive behaviour or other counterproductive activity.

**Scholastic Offences:**

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/handbook/appeals/scholastic\\_discipline\\_grad.pdf](http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_grad.pdf).

**Plagiarism:**

University policy states that plagiarism, defined as the “act or an instance of copying or stealing another’s words or ideas and attributing them as one’s own.” (excerpted from Black’s Law Dictionary, West Group, 1999, 7th ed., p. 1170) is a scholastic offence. In submitting any written work as part of the coursework requirements for this course students must ensure that this work is written in their own words. Whenever students take an idea or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations.

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. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

A student who is found guilty of plagiarism in respect of any written work submitted as part of the coursework requirements for this course will be given a grade of zero for the submitted work. Repeated acts of plagiarism, either in this course or any other course subsequent to a first offence, will result in the student being given a failing grade for the course in which the subsequent offence occurs, and may also incur further penalties such as requiring the student to withdraw from the program in which they are enrolled in.

**Attendance:**

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

**Accessibility:**

Please contact the course instructor if you require material in an alternate format or if any other arrangements can make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 661-2111 x 82147 for any specific question regarding an accommodation.

**Conduct:**

Students are expected to arrive at lectures on time, and to conduct themselves during class in a professional and respectful manner that is not disruptive to others. Late comers may be asked to wait outside the

classroom until being invited in by the Instructor. Please turn off your cell phone before coming to a class, tutorial, quiz or exam.

On the premises of the University or at a University-sponsored program, students must abide by the Student Code of Conduct: <http://www.uwo.ca/univsec/board/code.pdf>.

**Sickness and Other Problems:**

Students should immediately consult with the Instructor or Department Chair if they have any problems that could affect their performance in the course. Where appropriate, the problems should be documented (see attached). The student should seek advice from the Instructor or Department Chair regarding how best to deal with the problem. Failure to notify the Instructor or Department Chair immediately (or as soon as possible thereafter) will have a negative effect on any appeal.

For more information concerning medical accommodations, please see:  
[http://www.uwo.ca/univsec/handbook/appeals/accommodation\\_medical.pdf](http://www.uwo.ca/univsec/handbook/appeals/accommodation_medical.pdf).

**Notice:**

Students are responsible for regularly checking their email, and the course OWL site for new notices related to the course.