

BUSINESS 2299E

Business for Engineers

Course Description 2014-2015

This introductory survey course assumes no prior knowledge of business theory. It has been specifically designed for engineering students.

COURSE OBJECTIVES

1. To present an introductory course in Business Administration that offers exposure in the following areas: Engineering Economics & Project Management, Finance, Marketing, Operations, Organizational Behaviour, General Management, and Entrepreneurship.
2. To develop an appreciation for the difference between the technical, quantifiable world of engineering and the uncertain socio-economic world of business.
3. To provide the student with the skills for effective problem solving and the opportunity to practise making decisions with imperfect information under time constraints.
4. To develop both written and oral communication skills.
5. To instil an entrepreneurial spirit in graduating engineering science students.

TEACHING METHODOLOGY

The course is taught using a combination of lectures and case method. The case method requires a much greater involvement of the student in class than does the traditional lecture method. Students will analyze cases individually for class discussion. In the classroom, the instructor will act as a discussion leader. The very nature of the case discussion approach demands a high level of attendance, preparation, and participation.

COURSE STRUCTURE AND CONTENT

Students will examine and discuss a broad range of business cases involving situations where analysis and decision-making are required. 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 will develop the capacity for forming sound decisions on the basis of the information available. The course continually stresses the importance of making decisions, making them promptly, and making them on the basis of imperfect information.

COURSE MATERIALS

Case Package: Business for Engineers 2299E *for* 2014/2015

EVALUATION

ALL COMPONENTS OF EVALUATION (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.

Segment	Date	Weighting
Financial Management Test	October 25	20%
Engineering Economics Test	December exam period	20%
Marketing Group Report	February 13	10%
Organizational Behaviour Report	March 13	10%
General Management Exam	Final Exam Period	25 or 30%
Class Contribution*	Ongoing	10 or 15%

*Class contribution may include class participation, presentations, attendance, and selected hand-in assignments

The General Management exam and the Class Contribution components will be weighted for each student individually within the ranges given. The weighting that provides the highest final grade will be chosen.

Penalties will be assessed on all reports handed in late. Ten marks (of 100) will be deducted every 24 hours after the deadline. Weekends will count as one 24 hr period.

Medical or Compassionate Accommodation: Students seeking academic accommodation for any missed tests, exams, participation components and/or assignments worth 10% or more of their final grade must apply to the engineering academic counselling office and provide documentation. Academic accommodation cannot be granted by the instructor or department but please alert your instructor that you have followed this procedure.

Plagiarism

You are reminded that plagiarism (representing another person's ideas, writings, etc. as one's own) is a serious academic offence; the penalty can be as severe as expulsion. It is expected that you will write reports and exams in your own words. Whenever you take an idea or a passage from another author, you must acknowledge your debt by appropriately citing your source(s). The University of Western Ontario uses software to check for plagiarism. You may be required to submit your written work in electronic form for plagiarism checking.

INSTRUCTOR

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