

THE UNIVERSITY OF WESTERN ONTARIO
Faculty of Social Science
Aubrey Dan Program in Management and Organizational Studies
2011-2012

Management and Organizational Studies (MOS) 1021a:
Introduction to MOS I (Summer Session)

1.0 Course Information

Course Time: Tuesday 11- 2 pm
 Thursday 11-2 pm

Lecture Location: University Community Centre Room 56

Calendar Description

“This course introduces students to the study of management and organizations, based on best available evidence. Coverage includes consumer behavior and human resource management. These disciplines, which are informed by social science research, are fundamental to understanding products, consumer choice, markets, and the interface between employers and the organization.”

This course lays the groundwork for an evidence-based approach to the study of management. Under this approach, we integrate our systematic knowledge of human behaviour with a variety of contextual factors, in the interests of contributing to organizational performance.

3 lecture hours, 0.5 course

Prerequisite: Enrollment in BMOS on Main Campus or Music Administrative Studies (MAS) or completion of 3.0 courses.

Unless you have either the requisites for this course or written 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.

2.0 Instructor information

Instructor: Dr. James O’Brien, Assistant Professor
Office: Social Science Centre Room 3212
Office Hours: by appointment, before or after class on Tuesdays
Email (*preferred*): jobrie3@uwo.ca (**please include “MOS 1021” in the subject line of your emails**)

Course Website: <http://webct.uwo.ca/>

3.0 Course syllabus

The objectives of this course are:

Primary

- a. to introduce students to studies in management and organization, specifically consumer behavior and human resource management, with emphasis on the roots of these practices in social science;

Secondary

- b. to help students acclimatize to university study in a lecture-based setting; and
- c. to support informed decision-making by students in MOS as they progress through their undergraduate years and make program and course choices.

The content of the course is summarized in the following table.

Week	Dates	Session	Remarks
1	May 15	Course introduction Marketing fundamentals	Kerin, Ch1
2	May 17	The marketing environment	Kerin, Ch2
3	May 22	Consumer behaviour; Segmentation and Targeting	Kerin, Ch3 and Ch6
4	May 24	Quiz 1 , in-class (15 minutes) Products and Brands; Pricing	Kerin Ch7 and Ch9
5	May 29	Distribution and Supply Chain; IMC and Interactive Marketing	Kerin, Ch10 and Ch12
6	May 31	Quiz 2 , in-class (15 minutes) Market Research, Customer Relationship Management	Kerin Ch5 and Ch14
7	Jun 5	Midterm exam , in-class	
8	Jun 7	The challenges of HRM	Stewart, Ch1
9	Jun 12	Human resource planning, recruitment, and selection	Stewart, Ch4
10	Jun 14	Quiz 3 , in-class (15 minutes) Recognizing and rewarding employees	Stewart, Ch7
11	Jun 19	Orientation, training, and development	Stewart, Ch5
12	Jun 21	Quiz 4 , in-class (15 minutes) Leadership; Evidence-based HRM	Leader chapter in HRM reader; materials presented in class
Final exam (scheduled by Registrar, June 25 or 26)			

4.0 Course materials

There are two required texts for the course (Kerin and Stewart), and they are available in the University bookstore, located on the lower level of the University Community Centre. **These are custom texts, prepared by McGraw-Hill and Nelson, for our purposes.** My intent in adopting custom texts was to aggregate the necessary materials for the course while keeping costs down on your behalf.

These custom texts contain excerpts from the following textbooks:

Kerin, R., et al (2008) *Marketing: The Core, 2nd Canadian Edition*. McGraw-Hill.

Stewart, E., et al. (2011). *Essentials of Managing Human Resources, 4th Canadian Edition*. Nelson; and Leadership chapter (included in the Stewart reader)

5.0 Evaluation

Requirement	Date	Weight
Quizzes	Quiz 1 (May 24) Quiz 2 (May 31) Quiz 3 (June 14) Quiz 4 (June 21)	20% total of final course grade (5% each quiz)
Midterm exam	June 5, in -class	40% of final course grade
Final exam	Scheduled by Registrar, June 25 or 26	40% of final course grade

The Dan Program has a grade policy which states that for courses in the 1000 range, the class average must fall between 65% and 70% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Assistant Director or the Director. Class averages are not grounds for appeal.

Student achievement in the course will be evaluated by in-class quizzes throughout the course (20%), a mid-term exam, on the consumer behavior section of the course (40%), and a final exam, on the human resource management section (40%).

Quizzes will be administered in-class on scheduled days, at the start of the class. Barring academic accommodation, there will be NO make-ups for quizzes not completed as scheduled.

Each exam will be 2 hours in duration, in multiple-choice format. The midterm will be scheduled for in-class administration on June 5. The final exam will be administered during the summer session examination period, as scheduled by the Registrar.

Procedures for absence from requirements

Instructor policy:

As a principle, advance notice of issues and problems leads to higher-quality solutions. In general, follow the procedures described below. The SSAC Office will review documentation and establish grounds for accommodation, where warranted. Students are required to follow-up with the instructor to set arrangements arising out of accommodation.

Faculty/ university policy:

Please see University of Western Ontario's Policy on Accommodation for Medical Illness:
https://studentservices.uwo.ca/secure/medical_accommodations_link_for_OOR.pdf

If, on medical or compassionate grounds, you are unable to meet your academic responsibilities, i.e., unable to write term tests or final examinations or complete course work by the due date, you should follow the instructions listed below. You should understand that academic accommodation will not be granted automatically on request. You must demonstrate that there are compelling medical or compassionate grounds that can be documented before academic accommodation will be considered. Read the instructions carefully. In all cases, action must be taken at the earliest possible opportunity, preferably prior to the scheduled examination, test or assignment.

1. Check the course outline to see if the instructor has a policy for missed tests, examinations, late assignments or attendance. The course outline should include the preferred method of contact (e-mail, phone, etc.).
2. Inform the instructor prior to the date of the scheduled time of the test or examination or due date of the assignment. If you are unable to contact the instructor, leave a message for him/her at the department office.
3. Bring your request for accommodation to the Social Science Academic Counselling Office, Room 2105, Social Science Centre, telephone 519 661-2011 or fax 519 661-3384. Be prepared to submit documentation of your difficulties.
4. If you decide to write a test or an examination you should be prepared to accept the mark you earn. Rewriting tests or examinations or having the value of the test or examination reweighted on a retroactive basis is not permitted.

Final Examinations

1. You require the permission of the Dean, the instructor, and the Chair of the department in question to write a special final examination.
2. If you are unable to write a final examination, contact the Social Science Academic Counselling Office in the first instance to request permission to write a special final examination and to obtain the necessary form. You must also contact your instructor at this time. If your instructor is not available, leave a message for him/her at the department office.
3. Be prepared to provide the Social Science Academic Counselling Office and your instructor with supporting documentation.
4. You must ensure that the Special Examination form has been signed by the instructor and Department Chair and that the form is returned to the Social Science Academic Counselling Office for approval without delay.

Short absences

If you miss a class due to a minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate.

Extended Absences

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. This must be done by the appropriate deadlines. (Refer to the Registrar's website for official dates.) The Social Science Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed of your difficulties.

Documentation

1. **Personal Illness:** If you consulted Student Health Services regarding your illness or personal problem, you should complete a Records Release Form at the time of your visit allowing them to notify Social Science Academic Counselling Office. Once your documentation has been assessed, the academic counsellor will inform your instructor that academic accommodation is warranted.
2. If you were seen by an off-campus doctor, obtain a certificate from his/her office at the time of your visit. The doctor must provide verification of the severity of the illness for the period in question. Notes stating "For Medical Reasons" are not considered sufficient.
3. **In Case of Serious Illness of a Family Member:** Obtain a medical certificate from the family member's physician.
4. **In Case of a Death:** Obtain a copy of the newspaper notice, death certificate or documentation provided by the funeral director.
5. **For Other Extenuating Circumstances:** If you are not sure what documentation to provide, ask an Academic Counsellor.

Note: Forged notes and certificates will be dealt with severely. To submit a forged document is a scholastic offense and you will be subject to academic sanctions.

Academic concerns

1. You need to know if your instructor has a policy on late penalties, missed tests, etc. This information may be included on the course outline. If not, ask your instructor.
2. You should also be aware of attendance requirements in courses such as Business and English. You can be debarred from writing the final examination if your attendance is not satisfactory.
3. If you are in academic difficulty, check the minimum requirements for progression in your program. If in doubt, see your Academic Counsellor.
4. If you are registered in Social Science courses but registered in another faculty (e.g., Arts or Science), you should immediately consult the Academic Counselling Office in your home faculty for instructions.

Expectations and specific requirements

Student behaviour in the course is governed by The University of Western Ontario's Code of Student Conduct (November 26, 2009). As management students, the norms and standards of Canadian business practice are also relevant, and some time in class will be devoted to elaborating this important topic.

A fundamental expectation is that students will read the assigned chapter or materials prior to class. By analogy, you can think of this preparation as buying a ticket for each lecture. Lectures will selectively elaborate the readings, provide examples, introduce new and critical perspectives, and support integration of learning across the course as well as application.

Further expectations for this course are that students will attentive and polite. Using cell phones or personal electronic devices in class (or laptop computers for purposes other than note-taking) is inconsistent with these expectations and is disruptive to the learning of others.

There is a strong normative expectation in the program and the Faculty that students attend all scheduled classes, barring emergencies and urgent personal matters that cannot be rescheduled. In extreme cases of frequent absences from class, the UWO Academic calendar outlines procedures for debarring students from taking the regular examination in the course.

Overall, these expectations and requirements are designed to create an environment that is welcoming and conducive to learning for all, while helping to set the conditions for your success in the course and the MOS program.

6.0 Additional Statements

Statement on the use of electronic devices

Subject to academic accommodation requests granted through SSD, electronic devices will not be permitted during tests and examinations.

Statement on academic offenses

“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_undergrad.pdf.”

Additionally: “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.”

Support services

The following websites are provided for units that provide support services to students:

Registrar: <http://www.registrar.uwo.ca/>

Social Science Academic Counselling: <http://www.registrar.uwo.ca/>

Student Development Centre: <http://www.sdc.uwo.ca/>

Accessibility statement

DAN Management and Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may wish to contact Services for Students with Disabilities (SSD) at 661-2111 #82147 for any specific questions regarding an accommodation. More information about “Accessibility at Western” is available at: <http://accessibility.uwo.ca>.

