

MOS 1021a: Introduction to MOS I

Fall 2012

Course Description:

This course introduces students to the study of management and organizations through two distinct subjects: consumer behaviour (marketing emphasis) and human resource management. The first half of this course is dedicated to the function of marketing and consumer behaviour and covers such topics as assessing the marketing environment, market segmentation and targeting, products and brands, and pricing. The second half of this course is dedicated to the function of human resources and includes topics such as the challenges of human resource management, human resource planning and recruitment, and training and development of employees. The second half of this course will also introduce the topic of leadership in terms of what makes a good leader, the difference between leading and managing, and leading in times of change.

3 lecture hours, 0.5 course

Course Objectives:

Primary

- To introduce students to studies in management and organizations, specifically consumer behaviour and human resource management, with emphasis on the roots of these practices in the social sciences

Secondary

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

Instructor: Kevin Thompson, MBA
Social Science Centre 4309

Teaching Assistants: Amanda Adams - aadams26@uwo.ca
Michael Aloisio - maloisi@uwo.ca
Social Science Centre 4309

Email Protocol: If you have a question:

1. Look to answer your question through the course syllabus, attending lectures, reading the textbooks, or on Sakai course site first.
2. If you have followed step (1) and still have a question, you may email your Section Teaching Assistant as per below.
3. The TA will either answer your question or forward it to the other TA or course instructor who will respond to your email. **This includes requesting meetings with the TAs and Professor Thompson.**

Office Hours: **Section 001:** Wednesdays 5:00 – 6:30 by appointment only CONTACT Amanda Adams aadams26@uwo.ca for appointments.
Section 003: Thursdays 5:00 – 6:30 by appointment only CONTACT Michael Aloisio - maloisi@uwo.ca for appointments.

Pre-requisite: 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

Textbooks:**1. MOS 1021 Marketing ISBN – 9781259069987**

Kerin, R., et al (2012). *Marketing: The Core*. 3rd Canadian Edition (ETEXT is available)

2. MOS 1021 Human Resource Management ISBN – 0176667105

Stewart, E., et al. (2011). *Essentials of Managing Human Resources*. 4th Canadian Edition
AND Leadership: Research Findings, Practice and Skills

Lecture Notes:

Class sessions will be devoted to applying and extending the material in the assigned readings. It is the responsibility of each student to be prepared for each session as detailed in the course outline. Students should engage in active note taking during classes to ensure they have adequate content to study from (in addition to the text readings) for the purposes of exams. This includes all speakers, videos, and discussions during classes. Note taking can include the use of laptops or iPads or similar devices that are used for your learning experience and NOT FOR ENTERTAINMENT.

Course Site:

- 1. Sakai OWL:** You may access the course material by logging into your Sakai account. If you are properly registered in the class, you will automatically have access to MOS 1021 once logged in Sakai. This is where you should go to find answers for administrative aspects of the course, such as course syllabus, office hours, exams, marks, etc. Both sections 001 and 003 will use the site labelled “MOS 1021A 001 FW12”
- 2. CONNECT:** Log in to Sakai OWL **ASAP** to register for your CONNECT account by following the link and using the code provided by the textbook publisher. **You must have access to CONNECT in order to complete the quizzes in the first half of the course.**
- 3. Sakai OWL:** All aspects of the second half of the course will be found in Sakai OWL (i.e. there is no CONNECT for the HR half of the course).

Using Technology in Class:

Use of technologies such as laptops and smart phones are permitted **provided** they are used to take notes, do research related to subject matter or other purposes as directed by faculty. **Please refrain from using technology to do NON LECTURE related activities as it is proven that lower marks occur for students who believe they can multi task using technology in the classroom.**

Grading Scheme:

Participation	NA	In-class attendance & discussion participation is STRONGLY suggested
Online Quizzes (first half)	15%	Dates listed on schedule
First-Half Exam*	35%	7:00 pm to 9:00 pm in class Section 001: Wednesday, October 17, 2012 Section 003: Thursday, October 18, 2012
Online Quizzes (second half)	15%	Dates listed on schedule
Second-Half Exam*	35%	2 hours Date & location to be announced by the Registrar’s Office

* Missed exams will receive zero marks **unless** the student provides a legitimate excuse (refer to page 6) **and** a makeup exam is scheduled by the instructor. There are no predetermined makeup dates in this course, and the makeup exams will not be arranged prior to the original test date.

Quiz Format:

The quizzes are conducted online through CONNECT for the first half of the course. Quizzes for the second half of the course will be accessed via the Sakai

Owl course site. Each quiz will open on the Friday at 6 am and close Sunday at 11 pm. Questions are multiple choice and true/false; quizzes are closed book and to be completed individually. Each quiz contains 10 questions with a time limit of 15 minutes from when you begin. You have one attempt to complete each quiz. If you do not complete or submit your quiz by 11 pm on Sunday, the system will automatically submit a blank quiz (i.e. you will receive a mark of zero).

Exam Format:

Multiple choice and True/False – further details are provided by the course instructor. Closed book and no crib sheet.

Multiple choice questions in the exams will be graded via computer software and may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Participation:

Although not graded in this course due to the size of the class, going forward students will be required to participate in class by way of asking questions, answering questions or providing constructive comments to both the class and the instructor. It is in your best interest to gain experience in this class by trying whenever possible to engage in discussions and adding to the class experience by communicating your perspective on what is being discussed.

Weekly Schedule: guideline only; subject to change*

Class Number/ Week Beginning	Lecture Topic	Readings/Event/TO DO's!!
PART 1: MARKETING FUNDAMENTALS		
Intro class – Section 3 ONLY	<i>Course Business & Introductions</i> <i>Review Course Syllabus & Schedule</i> <i>CONNECT & textbook training by Publisher Guest</i> <i>Speakers</i>	Download and read course syllabus. Secure required textbooks. Set up your account in CONNECT! Set up your access to Sakai OWL!
September 03		
Class ONE – Section 1 Begins	<i>Section ONE ONLY: Course Business & Introductions</i> <i>Review Course Syllabus & Schedule</i> <i>CONNECT & textbook training by Publisher</i> BOTH SECTIONS: The Nature of Marketing/Why study Marketing? Marketing: Creating/Capturing Customer Value	Chapter 1 (Kerin)
September 10		
Class TWO	The Marketing Environment – Company Perspective SWOT Marketing Decision Making VIDEO	Chapter 2 (Kerin) QUIZ #1 (online)
September 17		
Class THREE	Consumer Behaviour – Consumer Perspective Influences on Behaviour Segmentation, Targeting, and Positioning	Chapters 3 & 6 (Kerin) QUIZ #2 (online)
September 24		
Class FOUR	What is the Marketing Mix? VIDEO	Chapters 7 & 9 (Kerin) QUIZ #3 (online)
October 1		
Class FIVE	Marketing Communications Overview VIDEO	Chapters 10 & 12 (Kerin) QUIZ #4 (online)
October 8		
Class SIX	First-Half Exam INCLASS – 2 hours Multiple Choice & True/False	Covers ALL Kerin Chapters Covers All Videos to date Covers ALL Lectures to date
October 15		
PART 2: HUMAN RESOURCE MANAGEMENT		
Class SEVEN	Guest Speaker from HR The Challenges of HRM	Chapter 1 (Stewart)
October 22		
Class EIGHT	Human Resource Planning, Recruitment, and Selection Guest Speaker and /or video	Chapter 4 (Stewart)
October 29		
Class NINE	Orientation, Training, and Development Guest Speaker and /or video	Chapter 5 (Stewart)
November 5		
Class TEN	Research Best Practices, Working with Teams & HR practices at Western from a student perspective	Various materials provided online for download. Please see Lecture materials for Class Ten on Sakai for further instruction.
November 12		
Class ELEVEN	Leadership Best Practices Guest Speaker and /or video	Leadership Chapter in HRM text
November 19		
Class TWELVE	Human Resource Management & WRAP UP	Review Class
November 26		
Date and Time TBD	Second-Half Exam during exam period – 2 hours Multiple Choice & True/False	Covers ALL Stewart Chapters and Leadership Ch. in HRM text Covers ALL Videos and Lectures

PLEASE READ!! Special Section on University Learning Experience and Expectations for First-Year Students

This section contains tips and protocols for adapting to learning in an University Undergraduate environment as well as expectations of your Teaching Assistants and Instructors

1. **Schedules:** Time Management skills will need to be developed by the student in order to balance the requirements of each course. Setting aside time each day to ensure course demands are up to date is very important otherwise you will be behind very quickly.
2. **Readings:** There is a lot of reading and it is up to you to maintain and keep pace with the schedule. It is your responsibility to read the required content and MAKE NOTES/HIGHLIGHT important points. Unlike high school, it is the responsibility of the student to find ways to become familiar with much of the written content in the course so that classes can be used for applied, evidence-based learning.
3. **Classes:**
 - a. Yes you can skip class! HOWEVER – it has been statistically proven that students who attend 80%+ classes well out-perform those who don't.
 - b. DON'T be late – not only is it disruptive and disrespectful to the speakers, it is also a good habit to form for your career. Being late for work doesn't last very long – neither does the job!
 - c. Use of electronic gadgets (computers/smart phones) typically is NOT USED in the class unless suggested by the faculty member for research purposes or note taking. Each professor is different so you should get used to limiting your use of these devices to the above use or not at all during class times.
 - d. Multitasking – statistics also demonstrate that students cannot multitask (use devices & absorb learning concepts) and maintain good performance. Don't fool yourself – be smart and focus on the job at hand and reserve your social life for outside the class!
 - e. Get INVOLVED – put your hand up and tell the class what you think! University is all about sharing ideas and perspectives to help everyone get the most of their learning experience. If you want a class to be interesting – help create it!!
4. **Lectures:** Typically lectures are used to augment or expand on the text materials as previously mentioned. Lectures should be applied (meaning based on real life scenarios) and class engagement through good discussion points to encourage interaction amongst the class. Lectures typically DO NOT cover definitions or basic concepts from the text; therefore, it is up to you to prepare for each class AHEAD of the class by reading the assigned chapter materials.
5. **Email:** Use of email is acceptable to communicate with Faculty or Teaching Assistants provided that
 - a. The email is directed to the appropriate individual outlined in the email protocol section of the syllabus.
 - b. Language is professional and respectful – NO “Hey Prof” or “Hey...” Or use of texting short-forms. Only emails using full words and sentences will receive a reply. Please always address faculty or teaching assistants with the requested salutation indicated by these individuals.
6. **Deadlines:** Unlike High School, deadlines at University are mandatory. If something is due on a specific date and time, it is DUE. Very rarely will extensions be granted and usually only with the approval of Academic Counselling as the result of illness or dramatic family event (i.e. death in the family). Online quizzes, for example, must be completed within the required time frame or they cannot be completed at all. There will be no extensions for quizzes regardless of the circumstances.
7. **Exams:** Typically exams can take many forms (short answer, essay, case-based, multiple choice, etc.) and are up to the faculty and the program dynamics.
 - a. This course uses scantrons (multiple choice and true and false) simply due to the size of the class. As such, these exams will give you a sense of how an exam is run from a protocol perspective but only demonstrate the use of multiple choice/scantron-based questions.
 - b. Do not be late for an exam.

- c. Bring all your materials with you that you need (pens, pencils, calculators are required, white-out, etc.). FACULTY WILL NOT PROVIDE THESE.
- d. Bring a WATCH to the exam so you can tell time.
- e. Bathroom breaks are allowed up to final 15 minutes of the exam and are escorted.

UNIVERSITY POLICIES

1. University Policy Regarding Illness

1.1. Illness

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, **in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation supplied (see below for process) indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.**

Documentation shall be submitted, as soon as possible, to the appropriate Dean's office (the Office of the Dean of the student's Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy [<http://www.uwo.ca/univsec/handbook/general/privacy.pdf>].

Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean's Office in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty.

Academic accommodation shall be granted only where the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete his/her academic responsibilities. (Note: it will not be sufficient to provide documentation indicating simply that the student was seen for a medical reason or was ill.)

A form to be completed by off-campus physicians is available at:
<http://counselling.ssc.uwo.ca/forms/medicalNote.pdf>

Whenever possible, students who require academic accommodation should provide notification and documentation in **advance of due dates, examinations**, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.

In the case of a final examination in the course, the student must arrange for a Special Examination or Incomplete through their Dean's office, for which you will be required to provide acceptable documentation.

If you feel that you have a medical or personal problem that is interfering with your work, you should contact your instructor and the Faculty Academic Counselling Office as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. In general, retroactive requests for grade revisions on medical or compassionate grounds will not be considered.

1.2. Make-Up Examinations

The student must write a make-up exam if the regularly scheduled exam is missed for reasons for which adequate documentation is received by the instructor (this documentation must be supplied by the Academic Counselling Office).

1.3. Attendance

It is expected that students will attend all classes. The professor does not provide access to lecture notes. Students are encouraged to obtain missed lecture notes from a fellow student.

2. University Policy on Cheating and Academic Misconduct

2.1. Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses (see section 9.0 below). Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating. Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring. A copy of guidelines about how to avoid cheating can be obtained from the office of the Ombudsperson, Room 251 University Community Centre, (519) 661-3573.

2.2. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar. Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

2.3. The penalties for a student guilty of a scholastic offense include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

3. Procedures for Appealing Academic Evaluations

In the first instance, all appeals of a grade must be made to the course instructor (informal consultation). If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Assistant Program Director or Designate of the BMOS program. If the response of the Assistant Director is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken. Only after receiving a final decision from the Dean, may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office.

4. Student Responsibilities

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are strongly encouraged to attend lectures on a regular basis. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

In this class, some students may be unaware that their private discussions are distracting to other people. If you feel that students are distracting your attention from the material, then you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), then please see the instructor. In addition, please avoid engaging in private discussions with other students during the lectures.

To avoid unnecessary distractions, please arrive to each class on time.

5. Support Services

5.1. The Registrar's office can be accessed for Student Support Services at <http://www.registrar.uwo.ca>

Student Support Services (**including the services provided by the USC listed here**) can be reached at:
<http://westernusc.ca/services/>

Student Development Services can be reached at: <http://www.sdc.uwo.ca>

5.2. Students who are in emotional/mental distress should refer to Mental Health@Western
<http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.”

5.3. 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>.

6. Other Issues

6.1. Grade Policy

The DAN Program has a grade policy which states that for courses in the 1000-2999 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 Director. Class averages are not grounds for appeal.

6.2. Short Absences

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

6.3. 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. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

6.4. Academic Concerns

If you are in academic difficulty, it is strongly recommended that you see
 your academic counsellor.

6.5. Important Dates:

September 6, 2012 Fall Term classes begin
 October 8, 2012 Thanksgiving Holiday
 December 5, 2012 Fall Session classes end
 December 6, 7, 2012 Study Days
 December 8-19 Mid-year examination period
 January 7, 2013 Winter Session classes begin
 February 18, 2013 Family Day
 February 18-22, 2013 Reading Week
 March 29, 2013 Good Friday
 April 11, 2013 Winter Session classes end
 April 12 & 13, 2013 Study Days
 April 14-30, 2013 April examination period

7. Other Information

- Bring student identification to exams.
- Nothing is to be on/at one's desk during an exam except a pencil, an eraser, and the individual's student card
- Do not wear baseball caps to exams

*For The University of
 Western Ontario Senate
 Regulations,
 please see the Handbook
 of Academic and
 Scholarship Policy at:
<http://www.uwo.ca/univsec/handbook/>*

- Do not bring music players, cell phones, beepers, or other electronic devices to exams