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## MOS 1021A: Introduction to Consumer Behaviour and Human Resources Course Outline: Section 001, Fall 2017

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### 1. Course Information

#### Class Location and Time

**Room:** Natural Science Centre, Room 145 (NS-145)  
**Time:** Thursdays 6:30pm-9:30pm

**Instructor:** Sarah Ross, PhD  
**Office:** SSC 4424  
**Office Hours:** Wednesdays 9:30am-11:00am, Thursdays 9:30am-11:00am

**Phone:** 519-661-2111 x89218  
**Email:** sarah.ross@uwo.ca  
**Website Address:** owl.uwo.ca

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 also wish to contact Services for Students with Disabilities (SSD) at 519-661-2147 for any specific question regarding an accommodation. More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>

### 2. 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.

#### **3 lecture hours, 0.5 course**

Antirequisite(s): none

Prerequisite(s): Enrolment in BMOS on Main Campus or Music Administrative Studies (MAS).

Senate Regulations state, "unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will 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."

This regulation is in regards to the COURSES required. Students not in BMOS are permitted to enroll in up to 1.0 MOS courses, per the Academic Timetable.

### 3. Textbook

Our textbook is a custom course textbook developed especially for our course from McGraw Hill. The textbook is titled *Introduction to Consumer Behaviour and Human Resources*. This book can be found in the Management and Organizational Studies section of the bookstore under MOS 1021A/B (ISBN: 9781260182934).

Included with the text is a code to allow you to access additional materials on the textbook website. These additional materials include practice questions and interactive exercises. Note that the practice questions may be of a lower difficulty level than those you will encounter on the exams.

**Important:** The textbook used for the Fall 2017 term is different from the textbook used for this course in past terms. You are responsible for ensuring that you have the correct textbook and are reading the correct pages!

### 4. Course Objectives and Format

Upon successful completion of this course, students will be able to:

- Describe 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.
- Describe the consumer purchase decision process and the influences on consumer decisions, including the psychological, sociocultural, situational, and marketing mix influences.
- Differentiate among the careers available in consumer behaviour and human resources in order to make an informed decision about which specialization to pursue.

### 5. Evaluation

Course Component	% of Course Grade	Date
<u>Exam #1</u> <ul style="list-style-type: none"><li>• Covers all material from Part #1 of the course</li><li>• 2 hours in length</li><li>• Approximately 70 multiple choice questions</li></ul>	33%	<ul style="list-style-type: none"><li>• Thursday October 5, 2017</li><li>• 7:00pm-9:00pm</li><li>• Locations to be announced</li></ul>
<u>Exam #2</u> <ul style="list-style-type: none"><li>• Covers all material from Part #2 of the course</li><li>• 2 hours in length</li><li>• Approximately 70 multiple choice questions</li></ul>	33%	<ul style="list-style-type: none"><li>• Thursday November 9, 2017</li><li>• 7:00pm-9:00pm</li><li>• Locations to be announced</li></ul>
<u>Exam #3</u> <ul style="list-style-type: none"><li>• Covers all material from Part #3 of the course</li><li>• 2 hours in length</li><li>• Approximately 70 multiple choice questions</li></ul>	34%	<ul style="list-style-type: none"><li>• December 2017 exam period</li><li>• Date/time determined by the Registrar's Office</li></ul>

**There is also a mandatory research component in this course. Please see below for more details.**

### **Exams**

- Exams are multiple choice in format.
- All exams will be scheduled for 2 hours and consist of approximately 70 questions.
- Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text.
- Exams will not be returned to students but may be reviewed in the instructor's office.
- All exams will be closed-book—no books, notes, calculators, dictionaries or aids of any type will be allowed. Please bring your student card to the exams.
- Dictionaries and calculators are not allowed into the examinations.
- Exams will be scored using the program Scan Exam, which examines the answer sheets for unusual coincidences in the pattern of answers given which may be indicative and used as supporting evidence of cheating.

### **Additional information**

- Students are REQUIRED TO COMPLETE ALL COMPONENTS of this course. There are no exceptions to this.
- Extra assignments to improve grades will NOT be allowed.
- Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. You are responsible for your grades in this course.

### **Mandatory Research Participation Component**

A central characteristic of scientific knowledge is that it is based on systematic observations in empirical research studies. This is also true for management/organizational knowledge about human behaviour, which is based on observations from research studies in natural settings and laboratories. To familiarize students with the methods of scientific research studies in management and to provide first-hand experiences with the procedures presented in lectures, MOS 1021 includes a mandatory research experience component. This research experience component requires students to do **one** of the following:

- Participate in one (1) research study that will take no longer than one hour to complete.
- Complete an article review by reading and answering a series of questions about one (1) research article chosen from a selection available online at the DAN Management website.

Either of the above two options will earn students one credit. **Students who fail to earn one credit by 11:59pm on the last day of classes in the term will have 2% deducted from their final grades.**

Students who sign up for a study but fail to attend the study at the required time on two occasions will have no further opportunity to participate in a research study. Instead, the students must complete the article review option or have 2% deducted from their final grades.

More information will be available on the course website ([owl.uwo.ca](http://owl.uwo.ca)) and the DAN Management website ([mos.uwo.ca](http://mos.uwo.ca)). The research participation pool will be discussed at the first lecture.

## 6. Lecture and Examination Schedule

Date of Class	Topics	Textbook Readings
<b>PART #1</b>		
Sept 7	Introduction to MOS 1021A	--
Sept 14	Introduction to Human Resource Management	Pages 2-12, 48-64 (HR section of the text)
Sept 21	Job Analysis & Recruitment	Pages 88-97, 130-143 (HR section of the text)
Sept 28	Employee Selection Review for Exam #1	Pages 150-177 (HR section of the text)
Exam #1: Thursday October 5, 2017, 7:00pm-9:00pm. Locations to be announced. Covers all lecture material and textbook readings from Sept 14 to Sept 28.		
<b>PART #2</b>		
Oct 12	<b>READING WEEK—NO CLASS</b>	--
Oct 19	Training & Appraising Employees	Pages 186-210, 236-269 (HR section of the text)
Oct 26	Introduction to Marketing The Marketing Environment	Pages 6-27, 35-61 (Marketing section of the text)
Nov 2	Consumer Behaviour (Part 1) Review for Exam #2	Pages 67-73 (Marketing section of the text)
Exam #2: Thursday November 9, 2017, 7:00pm-9:00pm. Locations to be announced. Covers all lecture material and textbook readings from Oct 19 to Nov 2.		
<b>PART #3</b>		
Nov 16	Consumer Behaviour (Part 2)	Pages 73-88 (Marketing section of the text)
Nov 23	Market Research Segmentation, Targeting, & Positioning	Pages 101-117, 146-161 (Marketing section of the text)
Nov 30	The Marketing Mix Review for Exam #3	Pages 171-190, 318-331 (Marketing section of the text)
Dec 7	No class—use this time for studying	--
Exam #3: December exam period (date, time, location determined by the Registrar's Office). Covers all lecture material and textbook readings from Nov 16 to Nov 30.		

**Note:** In the course textbook, the Human Resource Management section is denoted by a red band at the bottom of the pages. The Marketing/Consumer Behaviour section is denoted by a blue band at the bottom of the pages. Please ensure that you are reading the correct course material!

## 7. University Policy Regarding Illness

### ***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/pdf/academic\\_policies/general/privacy.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/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://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.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.

### ***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 Counseling office](#)).

**The make-up exam differs in format from the original exam** and will be scheduled before or at the completion of the course. Make-up examinations will be **short answer** in nature.

### ***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.

## **8. University Policy on Cheating and Academic Misconduct**

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. 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 3135 WSSB, (519) 661-3573, [ombuds@uwo.ca](mailto:ombuds@uwo.ca).

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.

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.

## **9. Procedures For Appealing Academic Evaluations**

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).
2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair: Student Affairs of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair 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.
4. 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.

## 10. 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.

## 11. Support Services

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/>

Students who are in emotional/mental distress should refer to Mental Health@Western [http://www.health.uwo.ca/mental\\_health/](http://www.health.uwo.ca/mental_health/) for a complete list of options about how to obtain help.

## 12. Other Issues

### ***Grade Policy***

The DAN Program has a grade policy which states that for 1000-level courses, 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 Undergraduate Chair or Chair. Class averages are not grounds for appeal.

### ***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.

### ***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.

### ***Academic Concerns***

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

### ***Classroom Polling***

For this course, students can provide their personal responses to a variety of polls during lectures using their laptop or mobile phone. The use of classroom polling in this course is for obtaining students' opinions about various course-related topics and is completely voluntary. That is, the polls will not be marked or scored and will not contribute toward the course grade. Information obtained through the polling will not be used for research purposes.

**Important Dates**

September 7	Classes begin
September 15	Last day to add a first-term half course
October 9	Thanksgiving Holiday (all offices closed)
October 9-13	Fall Reading Week (no classes)
November 12	Last day to drop a first term half course without academic penalty
December 8	Classes end
December 9	Study Day
December 10-21	December examination period (check your <u>exams</u> carefully!)

**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
- Do not bring music players, cell phones, beepers, or other electronic devices 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/academic\\_policies/index.html](http://www.uwo.ca/univsec/academic_policies/index.html)