
MOS 1021B, Section 001
Introduction to Consumer Behaviour and Human Resources
Winter 2019
Course Outline

1. **Course Information**

Class Location and Time

North Campus Building, room 101 (NCB-101)
Wednesdays 6:30pm-9:30pm

Contact Information

Instructor: Sarah Ross

Office: SSC 4090

Office Hours: Mondays 9am-10am; Wednesdays 9am-10am + 1:30pm-2:30pm

Phone: 661-2111 x89218

Email: MOSyearonecoordinator@uwo.ca

The course coordinator handles e-mail inquiries in this course

Please include the course name (i.e., MOS 1021B) in the subject of your e-mail.

DAN Department of 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

Course 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 and managing people, consumer choice, and global commerce.

3 lecture hours, 0.5 course

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

Senate Regulations

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).

Our custom course textbook is made up of chapters from a human resources book (by Sandra Steen) and chapters from a marketing/consumer behaviour book (by Roger Kerin). In our textbook, the human resources material is identified by a red band at the bottom of the pages, while the marketing/consumer behaviour material is identified by a blue band at the bottom of the pages.

See the **Lecture and Examination Schedule** (below) for the required readings.

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

Exam 1 = 33% (Wednesday February 6, 7pm-9pm, locations to be announced)

Exam 2 = 33% (Wednesday March 13, 7pm-9pm, locations to be announced)

Exam 3 = 34% (during the April exam period, to be announced by Registrar)

*****There is also a mandatory research component in this course—see below*****

Exams

- Exams are multiple choice in format.
- Each exam, in total, will be scheduled for 2 hours, consist of approximately 70 questions, and are closed book examinations.
- Exams are not cumulative. Please see the Lecture and Examination Schedule (below) for material to be covered on each exam.
- **Dictionaries are NOT allowed into the examinations.**
- **Electronic devices of any kind (including pagers, cell phones, smart watches and calculators) are NOT permitted at exams.**
- 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.
- 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.
- 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.
- **Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *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 earn **three** research credits.

One research credit can be earned by doing either of the following:

- Participate in one (1) research study that will take no longer than one hour to complete.

OR

- 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.

Students who fail to earn three credits by 4:00pm on the last day of classes in the term will have 2% deducted from their final grades for each credit that they fail to earn (for a maximum possible deduction of 6% from their final grade).

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 receive a deduction to their grade (2% per credit missed).

Students who disagree with or wish to appeal their research participation grade will have until the date of their final exam in MOS 1021A/B to do so. No revisions to the research participation grade will be made after this date.

Please refer to the course website (owl.uwo.ca) and the DAN Management website (dan.uwo.ca) for more information. The research experience component will be discussed at the first lecture.

6. Lecture and Examination Schedule

PART #1

- **January 9: Introduction to MOS 1021A**
 - No required textbook readings.
- **January 16: Introduction to Human Resource Management**
 - Required readings: pages 2-12, 48-64 in the HR Section of the text
- **January 23: Job Analysis & Recruitment**
 - Required readings: pages 88-97, 130-142 in the HR Section of the text
- **January 30: Employee Selection + Review for Exam #1**
 - Required readings: pages 151-177 in the HR Section of the text
- **February 6: Exam #1, 7:00pm-9:00pm, locations to be announced**
 - Exam #1 covers all lecture material and assigned textbook pages in Part #1 of the course (material from Jan 16 to Jan 30, inclusive).

PART #2

- **February 13: Training & Appraising Employees**
 - Required readings: pages 187-204, 243-267 in the HR Section of the text
- **February 20: Reading Week**
 - No class and no required textbook readings.
- **February 27: Introduction to Marketing + The Marketing Environment**
 - Required readings: pages 6-26, 35-55 in the Marketing Section of the text
- **March 6: Consumer Behaviour (Part 1) + Review for Exam #2**
 - Required readings: pages 67-73 in the Marketing Section of the text
- **March 13: Exam #2, 7:00pm-9:00pm, locations to be announced**
 - Exam #2 covers all lecture material and assigned textbook pages in Part #2 of the course (material from Feb 13 to Mar 6, inclusive).

PART #3

- **March 20: Consumer Behaviour (Part 2)**
 - Required readings: pages 73-88 in the Marketing Section of the text
- **March 27: Market Research + Segmentation, Targeting & Positioning**
 - Required readings: pages 101-117, 146-161 in the Marketing Section of the text
- **April 3: The Marketing Mix**
 - Required readings: pages 171-190, 319-331 in the Marketing Section of the text
- **April 11-30: Exam #3, 2 hours, date/time/location to be announced**
 - The date, time, and location of Exam #3 will be determined by the Registrar, but will be sometime between April 11 and April 30.
 - Exam #3 covers all lecture material and assigned textbook pages in Part #3 of the course (material from Mar 20 to Apr 3, inclusive).

7. 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.

Respect

Please act respectfully towards the classroom, the Professor and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the Professor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see the instructor.

Late arrivals are also distracting. Please try to arrive on time for classes.

No Recording of Classes

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the professor.

8. Exam Policies

- 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
- To ensure fairness to all students, questions will not be answered during exams.

9. E-mail Policies

The following policies apply to all emails between students and the Professor. Please respect the fact that the Professor receives hundreds of emails from students and must deal with those emails in a fair and organized manner. Unacceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

UWO.CA Email Addresses Only

For privacy reasons, students must use their Western email accounts to contact the Professor. The Professor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

Subject Line Must Include Course and Section Number

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The Professor teaches different courses and sections and cannot properly respond to questions if he/she does not know which course or section you are enrolled in.

Acceptable Emails

- questions about the course content or materials
- asking to set up an appointment to ask questions or review an exam
- notification of illness or other special circumstances
- providing constructive comments or feedback about the course

Unacceptable Emails

- questions that may be answered on OWL or on this course outline
- asking when grades will be posted
- asking what grade a student received
- asking where or when an exam is scheduled or the material covered on an exam
- requests for grade increases, extra assignments, or reweighting of course components

10. 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.

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 lecture 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.

Absences from Exams

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).

11. Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried. Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

12. Posting of Grades

Midterm exam grades will be posted on OWL once the grades are available. Final exam grades and final course grades are not posted on OWL and are available once they have been posted by the Registrar under “Academic Summary” at the Student Centre website.

13. 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

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

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).

14. 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.

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.

15. 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.

16. Support Services

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/ for a complete list of options about how to obtain help.

Academic Concerns

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

17. Other Issues

Grade Policy

The DAN Department has a grade policy which states that for courses in the 1000-1999 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 Undergraduate Chair or Chair. Class averages are not grounds for appeal.

Senate Policy

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

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.