
MOS 1021a Section – 001

Introduction to Consumer Behaviour & Human Resources

Summer 2021 Course Syllabus

1. Course Information:

- 1.1 Class Location and Time:
Online Asynchronous/Synchronous
- 1.2 Contact Information:
Instructor: Michael Aloisio
Office: SSC 9336
Office Hours: By appointment, scheduled via email.
Phone: 661-2111 x84924
Email: maloisi@uwo.ca

DAN Department of Management & 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

- 2.1 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 managing people, consumer choice, and global commerce.

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

2.2 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 regard 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 specifically for the course. This textbook is required. It is entitled Introduction to *Consumer Behaviour and Human Resources*, and it is made up of chapters from a human resources textbook by Gary Dessler, and chapters from a marketing/consumer behaviour textbook by Keith J. Tuckwell. [ISBN: 9780136561088]

The textbook is available through The Book Store at Western, and it can be purchased via their website. You can purchase either an electronic copy of the textbook or a print version. If you are purchasing the print version of the textbook, please account for processing and shipping times.

In addition to obtaining the custom textbook, you will also need to have access to the Pearson MyLab online portal. This access is bundled with the electronic and the print versions of the textbook that are sold through The Book Store at Western.

Access to Pearson MyLab is required. Additional instructions regarding how to register with Pearson MyLab will be provided to you via OWL.

Please refer to the lecture schedule on OWL for assigned chapter readings. You are responsible for ensuring that you have the correct textbook and are reading the correct pages.

4. Course Objectives and Format

The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.

4.1 Course objectives

This course will provide students with an introduction to current topics in human resource management, consumer behaviour, and marketing, and clarify the strategic role of relevant concepts, processes, and procedures within organizational settings.

4.2 Course format

The course will consist of nine unique sessions, each covering a specific topic relevant to the study of human resource management, consumer behaviour, and marketing, and three exams.

To build a more effective learning experience, these sessions will be offered in a hybrid synchronous/asynchronous format. Each session will consist of a live online lecture that will be recorded and then later made available via the course OWL site. Once posted, these video recordings will be available until the time/date of the exam. In addition to these recordings, students will also be provided with abbreviated lecture slides in PDF format and any other relevant supplementary materials. These materials are meant to aid students in notetaking and review of the lecture material. They are not a comprehensive summary of all the information covered in each lecture and should not be treated as a replacement for reviewing recorded lecture material.

There will also be assigned readings from our textbook as a part of each session. Students are expected to review this material and to take their own notes as they complete these readings. Please note that the material covered in lectures and assigned readings can and will differ. The two sources should be approached as complementary – two parts of a whole – rather than redundant.

There are no labs or tutorials in this course.

5. Learning Outcomes

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.

6. Evaluation

Exam 1 (Thursday, May 20th, 2021) = 30%

Exam 2 (Thursday, June 3rd, 2021) = 35%

Exam 3 (during examination period scheduled by the Registrar) = 35%

Total = 100%

Exams are **multiple-choice in format and will be completed online**. Each exam will be scheduled for **75 minutes and consist of 50 questions**. Multiple exam versions will be created for each exam, and exam versions will be randomly assigned to students.

Each exam is meant to be an **individual effort** and a **closed book/closed notes examination**. **Outside materials** (including but not limited to dictionaries, reference guides, and web searches) are **NOT** to be accessed or used during examinations. **Electronic devices** of any kind (including but not limited to smart phones, smart watches, tablets, and calculators) and **other aids/materials** are **NOT** permitted at exams.

If you are a student who requires extra time accommodations, please ensure that your accommodations are active on the Accommodated Exams website for this course **5 days** before the exam. Any accommodations posted there will be applied to your exam.

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.

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. Remember: You are responsible for your grades in this course.

The DAN Department has a grade policy which states that for courses in the 1000-2000 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.

7. Lecture and Examination Schedule

Session schedule will be available on our course OWL site.

8. Student Responsibilities

Students should familiarize themselves with Western University Senate Regulations, please see: http://www.uwo.ca/univsec/academic_policies/index.html.

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 review lecture materials as well as any assigned readings on a regular basis.

8.1 **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 arrive on time for classes.

8.2 **No Recording of Classes**

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

8.3 **Copyright Notice**

Lectures and course materials, including power point presentations, outlines, examinations and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may **NOT** record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials, including examinations, publicly and/or for commercial purposes without my written consent.

9. **Exam Policies**

- Have student identification ready.
- Nothing is to be on/at one's desk during an exam, except your computer and any approved materials
- Copying, recording, or duplicating in any way exam content/material is NOT permitted.
- No other browsers or programs may be open while an exam is in progress.
- Students may be required to use ProctorTrack or other proctoring software.
- To ensure fairness to all students, questions will not be answered during exams.

10. **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".

10.1 **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.).

10.2 **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 does not know which course or section you are enrolled in.

10.3 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

10.4 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

11. Attendance

Students are welcome and encouraged to attend our live synchronous sessions, but this is not mandatory. Recordings of this lecture material will also be provided shortly thereafter via OWL for students to review in whatever way best fits into their schedule.

Optional meetings, including office hours and exam review sessions, will not be recorded or shared unless otherwise stated.

11.1 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.

11.2 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.

12. 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.

13. 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.

14. University Policy Regarding Illness

14.1 Illness

For details on University Policy and student responsibilities go to:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf

The current Illness Policy is available here (subject to change):

https://dan.uwo.ca/undergraduate/course_information/IllnessPolicy.pdf

14.2 Make Up Examinations

The student must write a make-up exam if the regularly scheduled exam is missed for reasons for which an SRA (non-final exams worth 30% or less) or adequate documentation is received by the instructor (this notice must be supplied by the Academic Counseling office).

The date and time of the make-up examination will be set by the instructor, who will communicate the date to the student.

If a student is unable to meet the scheduled make-up as agreed, then the student is responsible for obtaining new accommodations from Academic Counselling, and seeking a new make-up date with the instructor within a reasonable time frame.

15. University Policy on Cheating and Academic Misconduct

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.

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.

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.

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.

16. 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.

17. Support Services

17.1 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/your-services/>

Academic Support and Engagement can be reached at: <http://academicsupport.uwo.ca>

Students who are in emotional/mental distress should refer to Health and Wellness at Western University: <https://www.uwo.ca/health/> for a complete list of options about how to obtain help.

17.2 Academic Concerns.

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