Objectives:
The objectives of this course are to develop the business skills that are required to work within entrepreneurial organizations, large organizations and non-profits globally. The course will be focused on basic business activities – leading people, marketing, financial analysis, operations and strategy – within a global context.

Topics:
The following list details some of the specific aspects to be covered:

1. **Introduction** – What is a Business? Various forms of business ranging in size, structure and purpose will be introduced. Relative characteristics of businesses around the world will be discussed.

2. **Leading People** – The ways in which organizations effectively leverage their people component and the ways in which individuals can lead – inspire others towards common greater goals – will be discussed. The section will focus on leading oneself, leading teams and then leading organizations.

3. **Marketing** – Introduction and detailed consideration of how Engineering professionals work with marketing in organizations, particularly through the role of the Product Manager. A detailed discussion of promotion and segmentation and the relationship with product/service design will form the basis of this topic.

4. **Financial Analysis** – Reading the financial statements of an organization, particularly income and balance statements, and how those affect Engineering decisions will be deeply discussed. Consideration will also be given to international standards, and important differences in non-OECD economies.

5. **Operations**: The understanding of the management of operations, including information technology infrastructure, will be developed. Outsourcing and global manufacturing methods will be a key consideration.

6. **Strategy**: Integrating the previous topics with a broader business perspective, students will develop the ability to plan an organization’s long term success plan (strategy) and how to implement it within competitive environments using tactics (previous course topics).

7. **Prerequisite:**
This course is open to any MEng student at any stage of the program.

**Corequisite:**
Antirequisite:
None

Instructor:
Darren Meister/TBD

Contact Hours:
3 per week

Course Materials:
There will be a case book with significant additional reading materials. Approximately one textbook chapter per week would be assigned.

Evaluation:
The final course mark will be determined as a blend of exams, report and contribution. There would be a midterm and final exam focused on technical material in the course. The report would focus on the application of the business principles learned in the course to a practical situation. Students would be evaluated on contribution to the class learning, and therefore attendance would be practically mandatory.

Scholastic Offences:
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_grad.pdf.

Plagiarism:
University policy states that plagiarism, defined as the “act or an instance of copying or stealing another’s words or ideas and attributing them as one’s own.” (excerpted from Black’s Law Dictionary, West Group, 1999, 7th ed., p. 1170) is a scholastic offence. In submitting any written work as part of the coursework requirements for this course students must ensure that this work is written in their own words. Whenever students take an idea or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism-detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (http://www.turnitin.com).

A student who is found guilty of plagiarism in respect of any written work submitted as part of the coursework requirements for this course will be given a grade of zero for the submitted work. Repeated acts of plagiarism, either in this course or any other course subsequent to a first offence, will result in the student being given a failing grade for the course in which the subsequent offence occurs, and may also incur further penalties such as requiring the student to withdraw from the program in which they are enrolled in.

Attendance:
Any student who, in the opinion of the instructor, is absent too frequently from class, laboratory, or tutorial periods will be reported to the Dean (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean, the student will be debarred from taking the regular final examination in the course.

**Accessibility:**

Please contact the course instructor if you require material in an alternate format or if any other arrangements can make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 661-2111 x 82147 for any specific question regarding an accommodation.

**Conduct:**

Students are expected to arrive at lectures on time, and to conduct themselves during class in a professional and respectful manner that is not disruptive to others. Late comers may be asked to wait outside the classroom until being invited in by the Instructor. Please turn off your cell phone before coming to a class, tutorial, quiz or exam.

On the premises of the University or at a University-sponsored program, students must abide by the Student Code of Conduct: [http://www.uwo.ca/univsec/board/code.pdf](http://www.uwo.ca/univsec/board/code.pdf).
Sickness and Other Problems:
Students should immediately consult with the Instructor or Department Chair if they have any problems that could affect their performance in the course. Where appropriate, the problems should be documented (see attached). The student should seek advice from the Instructor or Department Chair regarding how best to deal with the problem. Failure to notify the Instructor or Department Chair immediately (or as soon as possible thereafter) will have a negative effect on any appeal.

For more information concerning medical accommodations, please see: http://www.uwo.ca/univsec/handbook/appeals/accommodation_medical.pdf.

Notice:
Students are responsible for regularly checking their email, and the course OWL site for new notices related to the course.