

Western University - Faculty of Engineering

ENGSCI 9501 – Business and Management: A Global Perspective **Course Outline – 2016/17**

Objectives:

ENGSCI 9501L is an intense, comprehensive course covering fundamentals of business and management, from project financing and performance indicators to product life cycles and competitive advantage. The course will be held over nine meetings using a participatory model.

The aim of the course is to substantially prepare students for a transition from academia to private or public sector settings, familiarising them with management vocabulary and ideas.

The course will involve a non-trivial amount of work, and the payoff will be proportional to the effort.

Topics:

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

1. Introduction; business drivers; key success factors; Porter's five forces; PESTEL analysis; financial statements: reading, ratios, cost of capital, time value of money.
2. Forms of businesses; accounting vocabulary; depreciation and capital cost allowance; activity-based costing.
3. Working capital cycle; seasonality; credit, collateral, character and conditions; short- and long-term debt.
4. Public debt; project financing; budgeting; balanced scorecard and KPI; perverse incentives.
5. Maslow's hierarchy; market segmentation; unit contribution.
6. Risk reduction; product-service model; journey mapping; Blue Ocean framework.
7. Organisational structures; equity theory; unions and professional bodies.
8. Cognitive diversity; conflict resolution; management and leadership; Cost leadership and differentiation; trade chains; core competence; competitive advantage.
9. Non-market influences; concluding lecture.

Prerequisite:

This course is open to any MEng student at any stage of the program.

Corequisite:

None

Antirequisite:

None

Schedule:

Section 001			Section 002		
Date	Time	Room #	Date	Time	Room #
Tues May 16	11:30 - 2:30	UCC 37	Thurs May 18	2:30 - 5:30	SH 2316
Tues May 23	11:30 - 2:30	UCC 37	Thurs May 25	2:30 - 5:30	SH 2316
Tues May 30	11:30 - 2:30	UCC 37	Mon May 29	2:30 - 5:30	SH 2316
Thurs June 1	11:30 - 2:30	UCC 37	Thurs June 1	2:30 - 5:30	SH 2316
Tues June 6	11:30 - 2:30	UCC 37	Mon June 5	2:30 - 5:30	SH 2316
Thurs June 8	11:30 - 2:30	UCC 37	Thurs June 8	2:30 - 5:30	SH 2316
Tues June 13	11:30 - 2:30	UCC 37	Mon June 12	2:30 - 5:30	SH 2316
Thurs June 15	11:30 - 2:30	UCC 37	Thurs June 15	2:30 - 5:30	SH 2316
Tues June 20	11:30 - 2:30	UCC 37	Mon June 19	2:30 - 5:30	SH 2316

Instructor:

Section 001: David Sumpton (dsumpton@uwo.ca)

Section 002: Manosij 'Mano' Majumdar (mmajumdar@ivey.ca)

Contact Hours:

3 hours per lecture

Course Materials:

There will be a case book with significant additional reading materials. One or two cases per week may be assigned, in addition to readings from literature as well as the press.

Evaluation:

The final course mark will be determined as a blend of reports and in-class participation. The reports will focus on the continual application of the business principles learned in the course to a practical situation. Students will be evaluated on their engagement with the material and contribution to class discussions, and thus attendance will be nearly mandatory.

Assignments	70%
Participation	30%
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	100%

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>.

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.