
MOS 1021B – Introduction to MOS I
Course Outline: Section 001 / Winter 2014

1. Course Information:

1.1. Class Location and Time:

Room: NCB-101

Time: Thursdays 7:00 pm to 10:00 pm

1.2. Instructor: Paul Cruz, BMOS, MBA, CPA, CA

Office: SSC 4420

Office Hours: by appointment, please e-mail to book

Phone: 519-661-2111 ext. 88995

Email: pcruz2@uwo.ca (best method of contact)

Website Address: <https://owl.uwo.ca/portal>

1.3. Teaching Assistants

Michael Aloisio

Office: SSC 4420

Office Hours: Thursday 4:30 – 6:30

Email: malois@uwo.ca

Maria Anayi

Office: SSC 4420

Office Hours: Thursday 4:30 – 6:30

Email: manayi@alumni.uwo.ca

2. Course Description

2.1. The purpose of this course is to provide students with a broad understanding of the fields of Marketing and Human Resources, within the context of evidence-based management. The first half of the course is dedicated to marketing and consumer behaviour; topics covered will include the marketing mix, the marketing environment, market segmentation, and market research. The second half of the course is dedicated to human resources and will focus on areas such as trends in human resources, recruitment and selection, training and development, and strategic human resource management. Throughout the course, the subject matter will be linked to careers available in these fields and current events.

3 lecture hours, 0.5 course

2.2. Course Objectives:

Primary

- To introduce students to management and organizational studies, specifically consumer behaviour and human resource management

Secondary

- To inform students about MOS specializations offered and potential careers in the consumer behaviour and human resource fields, enabling students to make informed decisions when making course and program choices
- To support students in acclimatizing to university learning in a lecture-based setting

2.3. Antirequisite(s): None

2.4. Prerequisite(s): Enrolment in BMOS or MAS or completion of 3.0 courses

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.”

3. Textbook

3.1. Custom Textbook Package – 2 textbooks

1. “Marketing: The Core”
Authors: Kerin et al.,
2. “Human Resource Management” Custom
Authors: Steen et al.,
McGraw-Hill Ryerson Publishing
ISBN 1259262006

4. Evaluation

4.1. Exams

Evaluation	Percentage of Course Grade
Mid-Term Exam #1	33%
Mid-Term Exam #2	33%
Final Exam	34%
Total	100%

The exam format will be multiple choice. Each exam, in total, will be scheduled for **2 hours, consist of 75 questions, and are closed book examinations.** Exams are **non-cumulative.**

Dictionaries are NOT allowed into the examinations. Only non-programmable calculators will be allowed into the exams. If you are unsure, please ask your professor to check your calculator.

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text.

Mid-Term Exam 1 will be in class on February 6, 2014. Mid-Term Exam 2 will be held in class on March 13, 2014. The final exam will be scheduled during the exam period, date and time to be determined by the Registrar.

Exams will not be returned to students, but may be reviewed in the instructor’s office.

Students are **REQUIRED TO WRITE ALL EXAMS** in order to complete 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.

5. Lecture and Examination Schedule

Session	Date	Topic	Reading
1	January 9, 2014	Introductions, Review course outline	N/A
2	January 16, 2014	Marketing Fundamentals	Chapter 1 (Kerin et al)
3	January 23, 2014	The Marketing Environment, Segmentation, Targeting & Positioning	Chapters 2 & 6 (Kerin et al)
4	January 30, 2014	The Marketing Mix, Products and Brands	Chapter 7 (Kerin et al)
5	February 6, 2014	Mid-term exam #1 - In Class	N/A
6	February 13, 2014	Consumer Behaviour	Chapter 3 (Kerin et al)
<i>No Class on Thursday, February 20, 2014 – Reading Week</i>			
7	February 27, 2014	Market Research	Chapter 4 (Kerin et al)
8	March 6, 2014	Strategies, Trends & Challenges in Human Resource Management	Chapter 1 (Steen et al)
9	March 13, 2014	Mid-term exam #2 - In Class	N/A
10	March 20, 2014	Planning For and Recruiting Human Resources, Selecting Employees	Chapters 4 & 5 (Steen et al)
11	March 27, 2014	Training and Developing Employees	Chapter 6 (Steen et al)
12	April 3, 2014	Creating and Sustaining High-Performance Organizations, Final Exam Review	Chapter 11 (Steen et al)
<i>Final Exam – time and date to be determined by the Registrar</i>			

6. University Policy Regarding Illness

6.1. 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/handbook/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://counselling.ssc.uwo.ca/forms/medicalNote.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.

6.2. 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).

6.3. 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.

7. University Policy on Cheating and Academic Misconduct

7.1. Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses (see section 9.0 below). 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 251 University Community Centre, (519) 661-3573.

7.2. 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.**

- 7.3. 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.

8. Procedures For Appealing Academic Evaluations

- 8.1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation). If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Assistant Program Director or Designate of the BMOS program. If the response of the Assistant Director 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. 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.

9. Student Responsibilities

9.1. Class Material

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.** Students are expected to attend all classes, and remain in attendance throughout the class. 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.

9.2. Behaviour

Due to the size of the 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.

If you are using a laptop or other electronic device, please do so only for academic purposes (i.e. taking notes). **Using electronic devices for other purposes is distracting to those around you. Please ensure that phones are on silent or turned off.** If you have to leave the classroom and are unable to wait until the break or the end of class, please enter and exit as quietly as possible.

10. Support Services

10.1. 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/services/>

Student Development Services can be reached at: [http://www.sdc.uwo.ca/.](http://www.sdc.uwo.ca/)

Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help."

11. Other Issues

11.1. Grade Policy

The DAN Program has a grade policy which states that for courses in the 1000 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 Assistant Director or Director. Class averages are not grounds for appeal.

11.2. 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.

11.3. 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.

11.4. Academic Concerns.

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

11.5. Important Dates:

January 6, 2014 – Classes begin

January 14, 2014 – Last day to add a second-term half course

February 17-21, 2014 – Reading Week

March 7, 2014 – Last day to drop a second-term half course

April 8, 2014 – Winter Session classes end

April 9-10 – Study Days

April 11-30 – Final examination period

12. 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/handbook/>

13. Email 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. Non-acceptable 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 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

Non-Acceptable 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

14. Accessibility Statement

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 519-661-2111 ext 82147 for any specific question regarding an accommodation. More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>