



Winter 2025 Course Syllabus

MOS 1021 B Section – 001 **Introduction to Consumer Behaviour and Human Resources** In-Person

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The course coordinator handles administrative e-mail inquiries for the course. Please include the course name (i.e., MOS 1021B) in the subject line of your e-mail.

1. Course Information:

1.1 Class Location and Time:

In-Person
See Brightspace Classroom Site for details.

1.2 Course Description:

This course introduces students to the study of management and organizations, based on best available evidence. Coverage includes consumer behavior and human resource management. These disciplines, which are informed by social science research, are fundamental to understanding products, consumer choice, markets, and the interface between employers and the organization.

Pre-or Corequisite(s): MOS 1023A/B.

Prerequisite(s): Enrolment in BMOS.

Unless you have either the requisites for this course or written special permission from your Dean's Designate (DAN Management Advisors) to enroll in it, you may 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.

1.3 Accessibility:

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.

Contact Academic Support & Engagement at <http://academicsupport.uwo.ca/> for information about Western's Accessible Education.

More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>

1.4 Land Acknowledgement:

We acknowledge that Western University is located on the traditional lands of the Anishinaabek, Haudenosaunee, Lūnaapéewak and Attawandaron peoples, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum.

With this, we respect the longstanding relationships that Indigenous Nations have to this land, as they are the original caretakers. We acknowledge historical and ongoing injustices that Indigenous Peoples (e.g. First Nations, Métis and Inuit) endure in Canada, and we accept responsibility as a public institution to contribute toward revealing and correcting miseducation as well as renewing respectful relationships with Indigenous communities through our teaching, research and community service.

<https://indigenous.uwo.ca/initiatives/docs/indigenous-land-acknowledgment.pdf>

1.5 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 PREREQUISITE COURSES required.

2. Course Materials

2.1 Custom Textbook (Required):

Our textbook is a **custom textbook** developed specifically for the course. This textbook is **required**. It is entitled *Introduction to Consumer Behaviour and Human Resources*, and it combines chapters from *Human Resources Management in Canada*, 15Ce by Dessler and Chhinzer, and *Marketing: An Introduction*, 7Ce by Armstrong et al. [ISBN: 9780138279974]

The textbook is available in electronic format from The Book Store at Western. The textbook costs \$114.00.

https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2024B&courses%5B0%5D=001_UW/MOS1021B

2.2 Pearson MyLab (Optional):

Access to the Pearson MyLab online portal is bundled with the electronic textbook. This online portal provides you with supplementary activities and quizzes intended to help you to study

the textbook material. Please note that I will not be assigning work to be completed through Pearson MyLab, and therefore **access to these activities is optional**.

Registration instructions for Pearson MyLab are found on our Brightspace Classroom Site ("Course Overview" tab).

Students are responsible for checking the course Brightspace Classroom Site (<https://westernu.brightspace.com/>) regularly for news and updates. This is the primary method by which information will be disseminated to all students in the class.

If students need assistance with the Brightspace site, they can seek support on the [OWL Brightspace Help](#) page. Alternatively, they can contact the Western Technology Services Helpdesk. They can be contacted by phone at 519-661-3800 or ext. 83800.

3. 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.

3.1 Course Objectives:

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

3.2 Course Format:

The course format will consist of in-person lectures. Student will be provided with **abbreviated** lecture slides in PDF and PowerPoint format prior to each lecture via the course Brightspace Classroom site. These abbreviated lecture slides will contain **some but not all of the information** discussed in the lecture. Students are expected to take their own notes during each lecture in order to fill in the gaps. Complete slide decks will not be made available.

Instructor slide decks will not be distributed nor will they be posted on the course site.

For each unit, chapter readings have also been assigned. Students are expected to keep up with the readings, and to take their own notes as they complete these readings.

Note that the material covered in lectures will not always be the same as the material covered in the textbook. These two sources should be viewed as complementary and not redundant. As such, students who want to do well in this course are strongly encouraged to attend lectures on a regular basis.

If students miss a lecture for any reason, it is their responsibility to obtain missed notes from a classmate.

There are no labs or tutorials in this course.

4. 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.

5. Evaluation

There are a total of three exams in this course:

Exam 1:	Wednesday, February 5, 2025; 4:00 p.m. - 6:00 p.m.	= 33%
Exam 2:	Wednesday, March 12, 2025; 4:00 p.m. - 6:00 p.m.	= 33%
Exam 3:	to be scheduled during the final exam period, April 7-30, 2025	= 34%

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

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-level 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.

5.1 Exams:

Exams are **multiple-choice and non-cumulative in format**. They will be completed in-person. Each exam will consist of **70 questions**, and each will be a closed-book assessment. The use of dictionaries is not permitted during exams. Electronic devices of any kind (including cell phones, smart watches and calculators) are not permitted at exams.

Each exam will be timed, and will be **2 hours in length**. If you are a student with a disability, and require extra time accommodation, please ensure that your accommodations are active on the Accommodated Exams website for this course.

Exams 1 and 2 will be written during class time. Exam 3 will be scheduled during the final exam period. Multiple exam versions will be created for each exam, and exam versions will be randomly assigned to students. Exams will not be returned to students but may be reviewed in the instructor's office.

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

5.2 Mandatory Research 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 and 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, this course includes a mandatory research experience component.

This research component requires students to **earn 3.0 research credits by 4:00 p.m. on Friday, April 4, 2025 (last day of classes)**. To do so, you **must earn 1.0 credits during each of the three research periods listed below**:

Research Period 1 (RP1): Jan. 15 – Feb. 7 (11:59 p.m.) → must earn 1.0 credit

Research Period 2 (RP2): Feb. 10 – Mar. 7 (11:59 p.m.) → must earn 1.0 credit

Research Period 3 (RP3): Mar. 10 – Apr. 4 (11:59 p.m.) → must earn 1.0 credit

Research credits cannot be carried over from one Research Period (RP) to another. You must earn 1.0 credit during each Research Period, for a total of 3.0 credits. If your research participation earns you more than 1.0 credit during a Research Period, only 1.0 credit will be added to your research record.

Students who fail to earn the required credits by the stipulated deadlines will have 2% deducted from their final course grade for each 1.0 credit that they do not earn (for a maximum deduction of 6% from the final grade). It is your responsibility to ensure that you have completed the required number of credits by the deadline.

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

Research credits can be earned by (a) participating in research studies, and/or (b) completing an alternative research assignment in the form of an article review. Students can complete any combination of research studies and article reviews to earn their research credits.

(a) Participating in Research Studies

The research study component involves completing tasks and/or questionnaires about topics related to human resources, marketing, and/or consumer behaviour. These tasks and/or questionnaires are developed by researchers in the DAN MOS department.

Studies will take place both online and in-person through the MOS Behavioral Research Lab (SSC 4434). Students should expect to complete both in-person and online studies based on research study availability.

Online studies can usually be completed right away after signing up, whereas in-person studies will require you to book a specific time slot.

Studies will either be 30 minutes (0.5 credits) or 60 minutes (1.0 credits) in length.

The research credits on the SONA system are entered manually. As a result, depending on how busy a given researcher is during the term, it could take a few days before you see any updates. If you do not see any changes on your account after about week, please contact the lead investigator on the study directly using the contact details provided on SONA. If you continue to encounter delays, please connect with your instructor via e-mail (lveselk@uwo.ca).

Registering with SONA

At the start of RP1 (January 15), we ask that you register with SONA to ensure that you are able to access studies throughout the term, and stay up-to-date with your research credit count.

To register with SONA:

- Access the SONA system-- the online system used to manage research participation for the course: <https://uwo-danmos.sona-systems.com/>. Your SONA account will be available to you on January 15, 2025, but not before then.
- Log into SONA using your usual Western user ID and password (the same credentials you use to access other Western sites, like your e-mail account).
- You may be asked to complete an initial survey that contains some introductory questions (available when you first log onto SONA only).
- Read the information regarding the available studies, and sign up for the studies that interest you, ensuring that you will earn at least 1.0 research credits during each Research Period.

Please note that **studies fill up on a first-come-first-served basis**.

Rules for Completing In-Person Studies

- In-person studies take place in the MOS Behavioral Research Lab (SSC 4434), unless otherwise specified on SONA.
- Bring your laptop computer or tablet to the research study. A cellphone will not be considered an acceptable substitute.
- Do not bring beverages of any kind with you to the research study. If you have a beverage, you will be asked to stow it away before the study begins.
- Please turn off your cell phone when you arrive at the research study.
- Make sure you arrive at least 5 minutes before the scheduled start of your study.
- In-person studies have a **very strict attendance policy**. If you do not arrive on time, you will be unable to participate. So, please note the following:
 - Each research study will start exactly at the specified start time (e.g., exactly at 2:00 p.m.).
 - At that time, the researcher running the study will lock the doors, and will not let anyone else in, even if you try to knock on the door.

- If you arrive late, you will not be allowed to participate in the study, and you will be marked as a "no-show". There will be no exceptions made to this policy.

Cancellation/Reschedule Policy for In-Person Studies

If you are not able to attend a study for which you signed up (e.g., you wake up sick), **you can reschedule up to 3 hours prior to the start of your scheduled study**. For example, if you have signed up for a study that begins at 12:00 noon on Monday and you can no longer attend it, you have until 9:00 a.m. on Monday to reschedule. After that point, you will be marked as a "no-show" if you do not attend the study.

If you miss a scheduled research study the first time without cancelling/rescheduling (i.e., you get marked as a "no-show" once), you will not earn the allotted credits for that research study. At this point you may sign up for another research study in SONA and participate in that study (on time).

Students with two or more instances of signing up for a study but failing to show (i.e., you get marked as a "no-show" twice) will have no further opportunity to participate in any research studies during the remainder of the term. Instead, the students must earn their research credits by completing the alternative research assignment.

The person running an in-person study has no authority to make special accommodations or promises of credit. All participation credits will be determined by the policies described above.

(b) Alternative Research Assignment

An alternative research assignment is available to students who would prefer to earn their research credits without participating in research studies.

The alternative research assignment requires students to read approved academic journal articles, and to answer questions about these articles. Resources and instructions intended to assist students with the completion of the alternative research assignment are provided on our Brightspace Classroom Site ("Research Component" tab, "Alternative Research Assignment" section).

Each article review will count for 1.0 credit.

All article reviews must be submitted through the MOS 1021 course website on Brightspace. Your article review will 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>).

Please submit your review as a Word document. Only the following file formats are acceptable: Word 97-2003 (.doc), Word 2007+ (.docx), rich text (.rtf). Please upload your file as a single attachment only. Please do not submit your article review in hard-copy form.

6. General Information About Missed Coursework

Students must familiarize themselves with the *University Policy on Academic Consideration – Undergraduate Students in First Entry Programs* posted on the Academic Calendar:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf,

This policy does not apply to requests for Academic Consideration submitted for **attempted or completed work**, whether online or in person.

The policy also does not apply to students experiencing longer-term impacts on their academic responsibilities. These students should consult [Accessible Education](#).

For procedures on how to submit Academic Consideration requests, please see the information posted on the Office of the Registrar's webpage:

https://registrar.uwo.ca/academics/academic_considerations/

All requests for Academic Consideration must be made within 48 hours after the assessment date or submission deadline.

All Academic Consideration requests must include supporting documentation; however, recognizing that formal documentation may not be available in some extenuating circumstances, the policy allows students to make one Academic Consideration request **without supporting documentation** in this course. However, **the following assessments are excluded from this, and therefore always require formal supporting documentation:**

- Exam 2 (Wednesday, February 5, 2025; 4:00 p.m. - 6:00 p.m.)
- Exam 3 (to be scheduled during the final exam period) and all examinations scheduled during official examination periods (defined by policy),

When a student *mistakenly* submits their one allowed Academic Consideration request **without supporting documentation** for the assessments listed above or those in the **Coursework with Assessment Flexibility** section below, the request cannot be recalled and reapplied. This privilege is forfeited.

6.1 Evaluation Scheme for Missed Assessments Makeup Exam Requests for Exam 1

The date and time of the make-up examination will be on **Friday, April 4 at 9:00 a.m.** (2-hour duration). The location of this exam will be announced closer to the exam date.

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

Makeup Exam Requests for Exam 2 and Exam 3

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 attend the scheduled make-up, then the student is responsible for obtaining new accommodations with documentation from Academic Counselling, and seeking a new make-up date with the instructor within a reasonable time frame.

6.2 Essential Learning Requirements

Even when Academic Considerations are granted for missed coursework, the following are deemed essential to earn a passing grade:

- The completion of all three exams to ensure that students demonstrate sufficient mastery of the learning outcomes. Requests made by students to miss an exam and to re-weigh remaining exams will be denied given that this approach would not allow for the comprehensive assessment of all course material.

6.3 Coursework with Assessment Flexibility

By policy, instructors may deny Academic Consideration requests for the following assessments with built-in flexibility:

Mandatory Research Component. The mandatory research component provides students with numerous research participation opportunities during each Research Period. Students are able to select those research participation opportunities that best suit their schedule and preferences. Cancellation and reschedule policies are also in place to provide flexibility during extenuating circumstances (see section 5.2 of the syllabus). Additionally, the alternative research assignment is offered as way for students to complete this component of the course in instances where they cannot or choose not to participate in research studies. Due to the considerable flexibility embedded in this component of the course, Academic Consideration requests are not applicable.

7. Lecture and Examination Schedule

Below is a brief summary of the lecture and examination schedule. A more detailed schedule is posted on our Brightspace course site ("Course Schedule" tab). Any changes to this lecture schedule will be communicated to you via our Brightspace course site.

Additionally, detailed reading lists (along with relevant omissions) are provided under each Unit tab on our Brightspace Classroom course site. Please review this information closely each week.

January 8:	Introductory Lecture
January 15:	Unit 1: Introduction to Human Resource Management <i>Chapter 1 (pp. 1-24); Chapter 2 (pp. 25-49)</i>
January 22:	Unit 2: Job Analysis & Design <i>Chapter 3 (pp. 51-74)</i>
January 29:	Unit 3: Talent Acquisition <i>Chapter 4 (pp. 76-99); Chapter 5 (pp. 100-129)</i>
February 5:	Exam 1 (4:00 p.m. – 6:00 p.m., location TBD; covers Units 1, 2, 3)
February 12:	Unit 4: Training & Performance Appraisal <i>Chapter 6 (pp. 135-146); Chapter 7 (pp. 154-180)</i>
February 17-21:	Spring Reading Week (no classes this week)
February 26:	Unit 5: Introduction to Marketing <i>Chapter 8 (pp. 181-199); Chapter 9 (pp. 218-253)</i>
March 5:	Unit 6: Market Research & Marketing Fundamentals <i>Chapter 10 (pp. 262-277); Chapter 12 (pp. 334-355)</i>

March 12:	Exam 2 (4:00 p.m. – 6:00 p.m., location TBD; covers Units 4, 5, 6)
March 19:	Unit 7: The Marketing Mix <i>Chapter 13 (pp. 369-399); Chapter 15 (pp. 446-484)</i>
March 26:	Unit 8 Lecture: Consumer Behaviour (Part 1) <i>Chapter 11 (pp. 296; 304-307; 310-314)</i>
April 2:	Unit 9 Lecture: Consumer Behaviour (Part 2) <i>Chapter 11 (pp. 297-310)</i>
April 7-30:	Exam 3 (to be scheduled during the final exam period; covers Units 7, 8, 9)

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 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.

8.1 Respect

Please act respectfully towards the classroom, the instructor 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 instructor. 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 your instructor.

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

8.2 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 instructor.

8.3 Copyright Notice

Lectures and course materials, including power point presentations, outlines, 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 publicly and/or for commercial purposes without the written consent of your instructor.

9. 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 or wear smart watches, music players, cell phones, beepers, or other electronic devices to exams

10. E-mail Policies

The following policies apply to all emails between students and the instructor. Please respect the fact that your Instructor 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 their Instructor. The Instructor 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 Instructor teaches different courses and sections and cannot properly respond to questions if they do 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

It is expected that students will attend all classes. The instructor does not provide access to lecture notes. Students are encouraged to obtain missed lecture notes from a fellow student.

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.

You, the student, are responsible for the grades earned.

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, Absence and Accommodation

14.1 Illness

Students will need to provide a Student Medical Certificate if the absence is medical or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty Academic Counselling office to obtain more information about the relevant documentation.

For privacy reasons, students should also note that individual instructors should not receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences must be submitted to the Academic Counselling office of a student's Home Faculty.

For details on the Policy on Accommodation for Medical Illness, go to:
https://www.uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration.pdf

Students can download the Student Medical Certificate (SMC) here:
https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

14.2 Accessible Education

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here:
[https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic Accommodation_disabilities.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Accommodation_disabilities.pdf)

Students needing access to Accessible Education should register here:
http://academicsupport.uwo.ca/accessible_education/index.html

14.3 Religious Accommodation

When conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request an accommodation for their absence in writing to the course instructor and/or the Academic Advising office of their Faculty of Registration. This notice should be made as early as possible but not later than two weeks prior to the writing or the examination (or one week prior to the writing of the test).

Please visit the Diversity Calendars posted on our university's EDID website for the recognized religious holidays:

<https://www.edi.uwo.ca>.

15. University Policy on Cheating and Academic Misconduct

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/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

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 use of AI and translation tools in written work beyond a dictionary is not permitted unless permission is granted by the instructor for specific circumstances. Any work submitted must be the work of the student in its entirety unless otherwise disclosed. When used, any such AI or translation tool should be used ethically and responsibly, and students must cite or credit the tools used in line with the expectation to use AI as a tool to learn, not only to produce content.

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 of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair is considered unsatisfactory to the student, they 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 Office of the Ombudsperson.

17. Support Services

17.1 Support Services

The Registrar's office provides you with information on services, courses, student finances, resources, latest news, as well as Student Central's hours of operation 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/>

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

Students who are in emotional/mental distress should refer to Health and Wellness: <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.

18. Statement on Gender-Based and Sexual Violence

Western is committed to reducing incidents of gender-based and sexual violence (GBSV) and providing compassionate support to anyone who is going through or has gone through these traumatic events. If you are experiencing or have experienced GBSV (either recently or in the past), you will find information about support services for survivors, including emergency contacts at the following website: https://www.uwo.ca/health/student_support/survivor_support/gethelp.html

To connect with a case manager or set up an appointment, please contact support@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.