Course Outline

RSM 415 H1
Course Name: BEAR Laboratory
Fall 2020
Course Meets: Monday 4pm – 6pm

Course Delivery: This course will be offered online synchronously [Note: some of the class sessions will be used for group work, i.e. student groups meet with their team members to work on the project. Please see class schedule section for details]

Instructor: Bing Feng
Email: bing.feng@rotman.utoronto.ca
Webpage: https://www.rotman.utoronto.ca/FacultyAndResearch/ResearchCentres/BEAR
Phone: 416-978-6980
Office Hours: By appointment, online
Teaching Assistant: [TBD]

Course Scope and Mission

Every organization – be it government, private companies or welfare agencies – is in the business of changing somebody's behaviour. In this course, students will learn to apply insights from behavioural economics to help Behavioural Economics in Action at Rotman (BEAR's) partner organization effectively produce behaviour change in their stakeholders. Student will be working in teams to approach real-time challenges using a behavioural lens, tapping into tools from economics, psychology, marketing, and other related disciplines. This course is suitable for students pursuing careers in any field, including strategy, sales and marketing, product development, and policy and program design.

The learning objectives of this course are: a) To translate real-time challenge into a specific behaviour change project, and develop a proposal to the organization, b) To conduct research (literature review, interviews with experts and stakeholders, etc.) to understand the context in which the behaviour or decision take place, c) To audit the decision-making process of the stakeholder, and identify pain points and opportunities, d) To use behavioural frameworks to come up with designs for possible interventions, e) To develop and summarize resources and findings in a detailed playbook and to present to partner organizations

Due to the course's special circumstances, which involve building resources for BEAR's partner organizations interested in behaviour change projects: 1) students may be required to sign a non-disclosure agreement, and 2) a penalty is imposed for missed classes and meetings with partner organizations.

Students can find more information about the BEAR research centre at
https://www.rotman.utoronto.ca/FacultyAndResearch/ResearchCentres/BEAR

Course Prerequisites

Enrolment is restricted to 3rd and 4th year Rotman Commerce students who have taken RSM250H1 – Principles of Marketing.

Statement on Equity, Diversity and Inclusion

The University of Toronto is committed to equity, human rights and respect for diversity. All members of the learning environment in this course should strive to create an atmosphere of mutual respect where all members of our community can express themselves, engage with each other, and respect one another's differences. U of T does not condone discrimination or harassment against any persons or communities.

Required Technology

For Fall-Winter 2020-21, this course will be conducted entirely online. To participate fully and to complete the course successfully, you must ensure you have a computer with a working webcam, microphone and reliable access to an internet connection. For further details, please visit this link: Recommended Technology Requirements for Remote/Online Learning

Recommended Readings and Materials

- The Last Mile by Dilip Soman (University of Toronto Press, 2015)
- Refer to course schedule & Quercus for readings
- Additional materials may be posted on Quercus

Evaluation and Grades

The final course grade reflects your level of demonstrated achievement of the course. Deliverables provide feedback on your progress towards the course grade.

Item	Weight %	Due Date	Delivery
Class Contribution (Individual)	10%	Ongoing	
Assignment # 1 Background Research Report (eg: Proposal, Literature Review, Case Studies) (Individual)	40%	**October 19th 11:59pm**	Via QUERCUS
Assignment # 2 Final Report/Playbook (Group)	40%	**December 7th 11:59pm**	Via QUERCUS
Assignment # 3 Summary on your Learnings from the Course (Individual)	10%	**December 10th 11:59pm**	Via QUERCUS

Course Format and Expectations

Class Participation:

Your instructor will keep notes on your class participation throughout the course. As these notes naturally reflect your cumulative and time-varying performance, your instructor will only be able to provide you with meaningful feedback on your standing after a substantial number (between 1/3 and 1/2) of class meeting dates. You can ask your instructor for feedback at that time. Your performance on this course component will be assessed based on the following contributions:

- Thoughtful comments and questions contributed during class discussions
- Active participation in small team meetings with the instructors/ your team members
- Positive feedback from the group project sponsor
- Sharing connections with your personal experiences in class or in small group discussions
- Actions that indicate leadership of specific elements of the group project

Many of our partner meetings and class discussions involving sensitive discussions will be conducted using the Chatham House rules: in particular, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.

Turnitin.com:

Normally students will be required to submit their course essays to Turnitin.com for a review of textual similarity and detection of possible plagiarism. In doing so, students will allow their essays to be included as source documents in the Turnitin.com reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin.com service are described on the Turnitin.com website.

Written Assignments:

All written assignments will take the following format: all margins 1", 12pt Times New Roman font, 1.5 spacing. Please cite all referenced materials. All assignments must be submitted in PDF format via Quercus.

Please note that **clear, concise and correct writing** will be considered in the evaluation of Assignments. You may lose points for writing that impedes communication: poor organization, weak paragraph development, excessive wordiness, hard-to-follow sentence structure, spelling mistakes and grammatical errors. Students who require additional support and/or tutoring with respect to their writing skills are encouraged to visit the Academic Success Centre (http://www.studentlife.utoronto.ca/asc) or one of the College Writing Centres (writing.utoronto.ca/writing-centres). These Centres are teaching facilities – not editing services – where trained staff can assist students in developing their academic writing skills. There is no charge for the instruction and support.

Rotman Commerce Centre for Professional Skills Teamwork Support:

This course requires students to work in teams. Working as a team is challenging; this is true both in the real world and in your academic classes. However, learning to work together in teams is an important aspect of your education and preparation for your future careers. You are encouraged to review the teamwork resources available to all Rotman Commerce students at https://rotmancommerce.utoronto.ca/teamwork-resources while navigating these challenges, but keep in mind that supports are also available for when you think you may need extra help.

New in the 2020-2021 academic year, the Rotman Commerce Centre for Professional Skills (RC-CPS) will offer appointments with Teamwork Mentors for any teams encountering challenges in their teamwork. Some possible reasons you might book an appointment with a Teamwork Mentor include:

- Team members have identified constraints on their time, work or accommodations they require that conflict with necessary timelines for the team.
- Teams are unsure how to divide their workload for a team project.
- Teams are concerned about how to integrate the individual contributions of each member and how to ensure team members are contributing equally.
- Teams are concerned about how to ensure all group members are aware of academic integrity guidelines (e.g. properly attributing sources) and follow them.
- Teams would like to be able to communicate more effectively with each other, particularly when navigating a remote work academic environment.

To book a meeting with a Teamwork Mentor, send an email to rotmancommerce.teamworkhelp@utoronto.ca with the course code (e.g. RSM100) and team number (if available) in the subject line of the email. Any member of the team may reach out individually to book an appointment, but we also encourage teams to book their appointments as a team. You will normally receive a response within 24-36 hours, but note that during busy times of the semester the waiting period may be longer. Be proactive in booking your meeting, and do so *as soon as* challenges arise!

If you are a student registered with Accessibility Services, and extensions are one of your academic accommodations, you should consult with your Accessibility Advisor about this course. For considerations pertaining to teamwork and accessibility, please see information in the section on Accessibility Needs below under the Policies and Procedures heading.

Research with Human Participants:
Some of the projects require that you undertake research with human participants. Please note that research of this nature requires treating participants ethically, according to established standards and practices. Please consult with your instructor before commencing your research to ensure that your research activities comply with the applicable policies and procedures.

Credit/No-Credit Option in Rotman Commerce
You may request to Credit/No-Credit (CR/NCR) an RSM course in the following cases only:

- The course will not be used for any specialist or focus, including the 8.0 RSM FCE requirement.
- The course does not have a group work component.

If you wish to request CR/NCR for an RSM course, you must contact a Rotman Commerce academic advisor by the drop deadline for the current term. **The deadline for this term is November 9, 2020.**

Final approval is on a case-by-case basis with the permission of the Director, Rotman Commerce.

Weekly Schedule (Tentative)

Session	Date	Topic	Readings/ Notes	Tasks/ Assignments Due
1	September 14	Welcome, Introduction and Project Overview	Couse Syllabus Project Briefings	
2	September 21	BEAR's Behavioural Change Approach	How should organizations best embed and harness behavioural insights? A behavioural lens on financial planning	Finalize Group Formation
3	September 28	Workshop 1		
4	October 5	Workshop 2		
5	October 19	Project Updates; Q&A	For classes 5 – 8, groups will work with the instructor and other BEAR staff on their assigned projects. Groups will continue to meet during assigned class times for coaching, feedback, and Q&A sessions, but may also be required to attend meetings at other times as necessary.	Assignment #1 Due
6	October 26	Project Updates; Q&A	Sample report & playbook from BEAR	
7	November 2	Project Updates; Q&A		
8	November 16	Feedback from project updates & Prepare for your final deliverable		
9	November 23	Project Work – no class meeting		
10	November 30	Project Work – no class meeting		
11	December 7	Wrap up and Conclusion		Assignment #2 Due on Dec. 7th and Assignment #3 Due on Dec. 10th

Please note that the last day you can drop this course without academic penalty is November 9, 2020.

Policies and Procedures

Missed Assignments
Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may request special consideration.

In such cases, students must:
1. Notify the instructor AND the Rotman Commerce Program Office **on the date** of the missed course deliverable, e.g. missed test, final assessments, assignment or class (in the case of participation marks).
2. Complete a [Request for Special Consideration Form](#) and submit it along with supporting documentation this may include either your Self-Declaration of Absence on ACORN, or [Verification of Student Illness or Injury form](#) to the Rotman Commerce Office within **2 business days** of the originally scheduled course deliverable.

Students who do not provide appropriate or sufficient supporting documentation will be given a grade of 0 (zero) for the missed course deliverable.

Note that documentation must clearly establish that you were ill or had other circumstances that prevented you from attending on the date in question. After-the-fact reports are not sufficient.

For students who missed the deliverable, re-weighting of another deliverable will apply.

Late Assignments
All assignments are due on the date and at the time specified in Quercus/course syllabus. The late deliverable will be accepted with the following penalty: 5% deduction per day.
Students who, for reasons beyond their control, are unable to submit an assignment by its deadline must obtain approval from the instructor for an extension. Supporting documentation will be required as per the policy on missed tests and assignments.

Accessibility Needs
The University of Toronto is committed to accessibility. If you require accommodations for a temporary or ongoing disability or health concern, or have any accessibility concerns about the course, the classroom or course materials, please contact Accessibility Services as soon as possible at accessibility.services@utoronto.ca or studentlife.utoronto.ca/as.

For courses with deliverables that require you to work in teams, please note the following. If you are a student registered with Accessibility Services, and extensions are one of your academic accommodations, requests for extensions impact everyone in the group. As a result, requests for late submissions of any component of teamwork will require compelling reasons, advance notice, and must work for everyone in the team. You are encouraged to discuss with your course instructor, Accessibility Advisor, and other team members what you need in order to successfully complete your coursework. Additionally, the Rotman Commerce Centre for Professional Skills offers Teamwork Mentors (see section above) who can help you and your team discuss how to support you effectively and how to develop a work plan that meets the needs and constraints of all team members.

Volunteer Notetaking

If you're interested in helping to make our classroom more accessible, volunteer to be a notetaker!

Accessibility Services needs dependable volunteer notetakers to assist students living with a disability to achieve academic success. All you have to do is attend classes regularly and submit your notes consistently.

 1. Register online as a Volunteer Note-Taker at:
 ttps://clockwork.studentlife.utoronto.ca/custom/misc/home.aspx
 2. Follow the link that says "Volunteer Notetakers"
 3. Select your course and upload a sample of your notes
 4. Once you have been selected as a notetaker, you'll get an email notifying you to upload your Notes.

 If you have any questions or require assistance, please email as.notetaking@utoronto.ca or call 416-978-6186.

 Volunteers may receive co-curricular credit or a certificate of appreciation.

Academic Integrity

Academic Integrity is a fundamental value essential to the pursuit of learning and scholarship at the University of Toronto. Participating honestly, respectively, responsibly and fairly in this academic community ensures that the U of T degree that you earn will continue to be valued and respected as a true signifier of a student's individual work and academic achievement. As a result, the University treats cases of academic misconduct very seriously.

[The University of Toronto's Code of Behaviour on Academic Matters](#) outlines the behaviours that constitute academic misconduct, the process for addressing academic offences and the penalties that may be imposed. You are expected to be familiar with the contents of this document. Potential offences include, but are not limited to:

In papers and assignments:
- Using someone else's ideas or words without appropriate acknowledgement.
- Submitting your own work in more than one course without the permission of the instructor.
- Making up sources or facts.
- Obtaining or providing unauthorized assistance on any assignment (this includes collaborating with others on assignments that are supposed to be completed individually).

On test and exams:
- Using or possessing any unauthorized aid, including a cell phone.
- Looking at someone else's answers
- Misrepresenting your identity.
- Submitting an altered test for re-grading.

Misrepresentation:
- Falsifying institutional documents or grades.

- Falsifying or altering any documentation required by the University, including (but not limited to) medical notes.

All suspected cases of academic dishonesty will be investigated by the following procedures outlined in the *Code of Behaviour on Academic Matters.* If you have any question about what is or is not permitted in the course, please do not hesitate to contact the course instructor. If you have any questions about appropriate research and citation methods, you are expected to seek out additional information from the instructor or other U of T resources such as College Writing Centres or the Academic Success Centre.

Email
At times, the course instructor may decide to communicate important course information by email. As such, all U of T students are required to have a valid UTmail+ email address. You are responsible for ensuring that your UTmail+ email address is set up and properly entered on ACORN. For more information visit help.ic.utoronto.ca/category/3/utmail.html.

Forwarding your utoronto.ca email to a Gmail or other type of email account is not advisable. In some cases, messages from utoronto.ca addresses sent to Gmail accounts are filtered as junk mail, which means that important messages from your course instructor may end up in your spam or junk mail folder.

Quercus and the Course Page
The online course page for this course is accessed through Quercus. To access the course page, go to q.utoronto.ca and log in using your UTORid and password. Once you have logged in, you will be at the Quercus Dashboard. On this page you will see all of the courses you are presently enrolled in. If you don't see the course listed here but you are properly registered for the course in ACORN, wait 48 hours.

Recording Lectures
Lectures and course materials prepared by the instructor are considered by the University to be an instructor's intellectual property covered by the Canadian Copyright Act. Students wishing to record a lecture or other course material in any way are required to ask the instructor's explicit permission, and may not do so unless permission is granted. Students who have been previously granted permission to record lectures as an accommodation for a disability are excepted. This includes tape recording, filming, photographing PowerPoint slides, Quercus materials, etc.

If permission for recording is granted by the instructor (or via Accessibility Services), it is intended for the individual student's own study purposes and does not include permission to "publish" them in any way. It is forbidden for a student to publish an instructor's notes to a website or sell them in any other form without formal permission.

FIPPA Language
Notice of video recording and sharing (Download and re-use prohibited)
This course, including your participation, will be recorded on video and will be available to students in the course for viewing remotely and after each session.

Course videos and materials belong to your instructor, the University, and/or other sources depending on the specific facts of each situation, and are protected by copyright. Do not

download, copy, or share any course or student materials or videos without the explicit permission of the instructor.

For questions about recording and use of videos in which you appear please contact your instructor.