BUS101A: Introduction to Business Course Syllabus – SP 2017

Instructor: Gregory Nettesheim
Phone Number: 414-303-3460; Email Address: gnettesh@carrollu.edu
Office Hours: I am available before class in Room MN309 or by appointment.
Class Time & location: -M-W-F-, 8:00 a.m. - 9:10 a.m., MN309

Course Information:

Course description:


Attendance Policy: Attendance will be taken every day. If you will be unable to attend, please send an e-mail so it can be counted as an excused absence. After three absences, either excused or unexcused, each absence will be counted as an unexcused absence. Attendance will be counted toward final grade. 25 points are for attendance. Late assignments will NOT be accepted and there are no make ups for missed quizzes or exams; but one quiz will be dropped at the end of the semester.

Purpose of this course: BUS101 is an integrated course that will portray the excitement and challenge of business as being dynamic and realistic. The course is designed to define and describe business-related terminology and concepts and expose students to the various subjects covered in the business world. Topics covered will include the global perspective of business; environmental issues; current business practices; marketing, management, finance, accounting, information systems, and the impact of the Internet on business. (Fa, Sp).

Course Objectives: After completing this course the learner will be able to:
   A. appreciate and understand the Business and the Management processes of business,
   B. examine how various business elements are coordinated effectively,
   C. develop insight into the global implications of international business,
   D. understand the changing nature and the main drivers of globalization,
   E. recognize the opportunities and challenges presented for business managers.

Learning Outcomes: Upon successful completion of this course, a student should be able to understand basic business-related terminology and basic business concepts.

Measures of Achievement: Achievement of the learning outcomes will be measured through the use of exams, quizzes, a business project, and class discussion.

Content and Skills Goals: By the end of this course, students should be able to:
   • Understand the basic roles and functions of business.
   • Understand the coordination of effort required in the business environment.
   • Develop insight into the global implications of international business.
• Understand the changing nature and the main drivers of globalization.
• Recognize the opportunities and challenges presented for business managers.
• Understand the impact of technology on business.

**Grading Scale/Weight:**

**Grading Criteria Total Points 500:**

**A. Class Participation & Attendance – 50 points.** 25 points for class participation and 25 points for attendance. Class Participation is very important and learners should be prepared to discuss all readings and assigned chapter problems in an individual and group situation. Comments must be directed, where appropriate, to the classroom meeting topic. Although attendance does not necessarily guarantee participation points, points will be given to those students that demonstrate their knowledge of the material or help others to better understand. Students should come to class having read the required materials and able to answer questions pertaining to it. Participation points will be issued during the final week of class. Attendance will be taken every day. If you will be unable to attend, please send an e-mail so it can be counted as an excused absence. After three absences, either excused or unexcused, each absence will be counted as an unexcused absence.

**B. Exams – 225 points.** (3) Exams will be made up of text and material discussed in class. Each exam will count for 75 points of the final grade. The test will be made up of multiple choice, short essay questions, and some fill in the blank.

**C. Quizzes: 110 points.** Quizzes, covering the assigned chapter readings, will be given periodically. These quizzes are pop quizzes and cannot be made up. Quizzes can be in class or online.

**D. Business Project: 125 points.** Each individual is required to research a business with regard to all aspects of business. The business should be a publicly traded company. You choose the business you would like to research, but everyone must research a different business. No duplicates. The project will have segments that will be due throughout the semester with point values assigned for each segment that will total 125 points upon completion. Additional information will be provided. These segments will display your ability to apply business concepts and allow you to learn by doing. **All assignments will be uploaded on to the eLearning site.** If there is any problem uploading any assignment, it should be typed and handed in on the date due or e-mailed.

Late assignments will NOT be accepted and there are no make ups for missed quizzes; but one quiz will be dropped at the end of the semester.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93%-100%</td>
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<tr>
<td>AB</td>
<td>89% - 92.9%</td>
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<tr>
<td>B</td>
<td>83% - 88.9%</td>
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<tr>
<td>BC</td>
<td>78% - 82.9%</td>
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<tr>
<td>C</td>
<td>70% - 77.9%</td>
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<tr>
<td>D</td>
<td>60% - 69.9%</td>
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<tr>
<td>F</td>
<td>below 60%</td>
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**Course Schedule:** Please note that this schedule is subject to change. There may also be additional class assignments throughout the term. It is your responsibility to watch the class schedule. **There will not be make-ups or additional credit given under any conditions.**

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Class Intro</th>
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<tbody>
<tr>
<td>(Jan 25-27)</td>
<td>Chapter 1: The U.S. Business Environment</td>
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Week 2       Chapter 2: Understanding Business Ethics and Social Responsibility (Jan 30-Feb 3)

Week 3       Chapter 3: Entrepreneurship, New Ventures, and Business Ownership  
(Feb 6-10)    Chapter 4: Understanding the Global Context of Business

Week 4       Chapter 5: Managing the Business  
(Feb 13-17)

Week 5       Exam 1 on Chapters 1 - 5  
(Feb 20-24)   Chapter 6: Organizing the Business

Week 6       Chapter 7: Operations Management and Quality for Producing Goods and  
(Feb 27-Mar 3) Services

Week 7       Chapter 8: Employee Behavior and Motivation  
(Mar 6-10)    Chapter 9: Leadership and Decision Making

Spring Break Mar 13-17

Week 8       Chapter 10: Human Resource Management and Labor Relations  
(Mar 20-24)

Week 9       Exam 2 on Chapters 6 - 10  
(Mar 27-31)   Chapter 11: Marketing Processes and Consumer Behavior

Week 10      Chapters 12: Developing and Pricing Products  
(Apr 3-7)

Week 11      Chapter 13: Distributing and Promoting Products  
(Apr 10-12)   No Class April 14

Week 12      Chapter 14: Information Technology for Business  
(Apr 17-21)   Chapter 15: The Role of Accountants and Accounting Information

Week 13      Chapter 16: Understanding Money and the Role of Banking  
(Apr 24-28)   Chapter 17: Managing Business Finances

Week 14      Review  
(May 1-3)

Tuesday, May 9th, 8:00 am Final Examination Chapters 11 - 17

The instructor and the University reserve the right to modify, amend, or change the syllabus (course requirements, grading policy, etc.) as the curriculum and/or program require(s).

Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@carrollu.edu.
The Carroll University Academic Integrity Policy is located in your student handbook (https://my.carrollu.edu/ICS/Departments/Student_Affairs). I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.