BUS101B: Introduction to Business – Fall 2017

Instructor: Gregory Nettesheim
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Office Location & Hours: I am available after class in Room BERG102 or by appointment.
Class Time & location: R, 9/7/2017-12/20/2017, 6:00 p.m. - 9:35 p.m., BERG102

Course description: This 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 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)


Policies on attendance and missed assignments/exams: 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 one excused absence, each absence will be counted as an unexcused absence. Attendance will be counted toward final grade. 10 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.

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 – 25 points. 15 points for class participation and 10 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 after 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 one 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/or some fill in the blank.

C. Quizzes: 100 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: 150 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 three segments that will be due throughout the semester with 50 points for each segment that will total 150 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 Canvas 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.

A  93%-100%.
AB  89% - 92.9%
B   83% - 88.9%
BC  78% - 82.9%
C   70% - 77.9%
D   60% - 69.9%
F   below 60%

Tentative 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.
Week 1  Class Intro  
(Sept 7)  Chapter 1: The U.S. Business Environment  

Week 2  Chapter 2: Understanding Business Ethics and Social Responsibility  
(Sept 14)  Chapter 3: Entrepreneurship, New Ventures, and Business Ownership  

Week 3  Chapter 4: Understanding the Global Context of Business  
(Sept 21)  

Week 4  Chapter 5: Managing the Business  
(Sept 28)  

Week 5  Exam 1 on Chapters 1 - 5  
(Oct 5)  Chapter 6: Organizing the Business  

Week 6  Chapter 7: Operations Management and Quality for Producing Goods and Services  
(Oct 12)  

Week 7  Chapter 8: Employee Behavior and Motivation  
(Oct 19)  Chapter 9: Leadership and Decision Making  

Week 8  Chapter 10: Human Resource Management and Labor Relations  
(Oct 26)  

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

Week 10  Chapters 12: Developing and Pricing Products  
(Nov 9)  Chapter 13: Distributing and Promoting Products  

Week 11  Chapter 14: Information Technology for Business  
(Nov 16)  Chapter 15: The Role of Accountants and Accounting Information  

Week 12  No Class Nov 23  
(Nov 23)  

Week 13  Chapter 16: Understanding Money and the Role of Banking  
(Nov 30)  

Week 14  Chapter 17: Managing Business Finances  
(Dec 7)  

Thursday, Dec 14th, 6 pm, 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.