

Springfield College in Illinois

Introduction to Business – BUS 103-70

Session F - 2006
Dawson 225
6:00 – 10:00 p.m.
Monday

Instructor: Kathy Estes
Phone: (217)483-6841
E-mail: kestes@sci.edu
Office Hours: By Appointment

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- I. **COURSE DESCRIPTION:** (3 credit hours) An introduction to the fundamental principles behind the management of both for-profit and not-for-profit organizations. Introduction to economics, marketing, organizational management, human relations, accounting, and finance.
- II. **TEXTBOOK**
Understanding Business, Nickels/McHugh/McHugh, McGraw-Hill Irwin, 7th Ed., © 2005. (Required)
- III. **MISSION STATEMENT:** The mission of Springfield College in Illinois is to provide students the best liberal arts education in the Ursuline tradition of a nurturing faith-based environment. We prepare students for a life of learning, leadership, and service in a diverse world.
- IV. **GOALS, OBJECTIVES, AND OUTCOMES**
 - A. **Goal:** For students to understand the basic principles of the business environment, the functions that support business organizations, and the effective integration of those functions.
 - B. **Common Student Learning Objectives (CSLOs):**
 1. Content Knowledge (Lifelong Learning) CK-1 Know and apply the central concepts of the subject matter.
 2. Content Knowledge (Lifelong Learning) CK-3 Use technology to enhance learning.
 3. Communication Skills (Lifelong Learning & Leadership) CS-1 Communicate effectively in oral and written forms.
 4. Social Responsibility (Service & Leadership) SR-3 Develop good citizenship.
 5. Global Perspective (Diversity) GP-1 Recognize the importance of diversity of opinion, abilities and culture.
 - C. **Course-Based Student Learning Objectives (CBSLOs):** At the completion of the course, students should be able to do the following:
 - CBSLO 1. Compare and contrast economic systems and the impact on businesses. (CK-1, SR-3, GP-1)
 - CBSLO 2. Describe the opportunities and risks associated with globalization in business. (CK-1, GP-1)
 - CBSLO 3. Explain the basic forms of business organization and the functions of management in those organizations (CK-1, SR-3).
 - CBSLO 4. Identify the role of human resource management in attracting, motivating, and maintaining excellent employees (CK-1, SR-3).
 - CBSLO 5. Compare and contrast various marketing techniques involving price, product, placement, and promotion (CK-1).
 - CBSLO 6. Identify information technology tools used in business (CK-1).
 - CBSLO 7. Understand basic accounting and financial principles necessary for a successful business (CK-1)

V. **TEACHING METHODS:** Lecture, classroom discussions, group discussions and cases, outside reading, and practical applications will be used to facilitate learning. Students should monitor various news outlets (*Wall Street Journal, Business Week, Fortune, Forbes, The Economist*, or local newspapers) for information that relates to the topics discussed in the course.

VI. COURSE REQUIREMENTS

- A. **Attendance/Participation** – Since the class only meets 8 times, it is mandatory that students attend all class sessions. Students are expected to remain for the full session. Active participation in classroom discussions and exercises is also expected. Poor attendance and/or unwillingness to participate will be reflected in the participation grade component and excessive absences will result in a lower overall class grade. (CK-1, SR-3)
- B. **Exams/Quizzes** – Two examinations and two quizzes will be used to assess the student’s grasp of the covered topics. The exams will generally consist of short answer, definitions, and short essay questions. The quizzes will contain some multiple choice and true/false questions in addition to short answer questions. A list of topics from each chapter will be provided in-class to assist students in preparing for the exams and quizzes.
- C. **Reading Assignments** – Reading assignments in the textbook should be completed prior to the scheduled class discussion and are necessary to enhance your knowledge of basic business principles. Students should be prepared to discuss the assigned reading. The instructor reserves the right to alter the reading schedule listed in this syllabus under the Course Outline. If this occurs, an announcement will be made during class. Articles from various outside sources which relate to the subject matter may be assigned throughout the semester. (CK-1)
- D. **Written Assignments** – Students are expected to complete a written business plan for this course. This assignment will give students an opportunity to apply the concepts learned in the class. This may be either an individual project or a small (2 or 3 students) group project. The paper should be typed, professionally prepared, and at least 5 pages in length. Writing skills will be a significant portion of the assignment evaluation. A class presentation is also required. Complete details on this assignment will be provided during class. (CS-1, CBSLOs 1, 3, 4, 5, 6, and 7)
- E. **Articles** – Students are required to provide at least 2 articles from the newspaper or periodicals that pertain to the classroom discussion. The dates for these articles will be assigned the first night of class. These articles will be used to facilitate classroom discussion. (CK-1, SR-3)
- F. **Makeup Work** – **No makeup exams will be given without prior permission.** Credit will not be given for late assignments once the assignment has been reviewed in class. Late work (written assignments and/or paper) will result in a significant reduction of the assignment grade and will not be accepted after the class session following the original due date.
- G. **Plagiarism/Cheating** – Plagiarism is defined as follows: “The deliberate and knowing presentation of another person’s original ideas or creative expressions as one’s own. Generally, plagiarism is immoral but not illegal. If the expression’s creator gives unrestricted permission for its use and the user claims the expression as original, the user commits plagiarism but does not violate copyright laws. If the original expression is copied without permission, the plagiarist may violate copyright laws, even if credit goes to the creator. And if the plagiarism results in material gain, it may be deemed a passing-off activity that violates the Lanham Act.” (Black’s Law Dictionary, 8th 3d. (2004), p. 1187) “Three different acts are considered plagiarism: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words.” (A Writer’s Reference, by Diana Hacker, Bedford St. Martin’s Press, 2003, p. 331)

Plagiarism/Cheating will not be tolerated. The SCI Student Handbook lists plagiarism as a serious breach of conduct standards which will result in disciplinary action. Anyone observed cheating or caught plagiarizing will receive an “F” for the course.

VII. COURSE EVALUATION

A. Grading Scale:

630 – 700 = A
560 – 629 = B
490 – 559 = C
420 – 489 = D
419 or less = F

B. Means of Evaluating Outcomes:

2 Exams	300 points
Paper/Presentation	150 points
Accounting Project	50 points
2 Quizzes (50 points each)	100 points
Homework/Articles	<u>100 points</u>
	700 points

VIII. COURSE OUTLINE: The course calendar is tentative. Changes from the listed schedule will be announced during class. Students who miss class are responsible for any announced changes. Make-up day will be on Friday, December 8, 2006, if necessary.

Oct 16 –Introduction to Course & Syllabus Review

Chapter 1 Dynamic Business Environment – Risk and profits
Chapter 2 Economics and Business – Types of economies
Chapter 3 Globalization – Impact on overall business environment

Oct 23 –Small Business Ownership & Ethics

Chapter 4 Ethics & Social Responsibility – Corporate and personal
Chapter 5 Forms of Business Organization – Advantages and disadvantages of each
Chapter 6 Entrepreneurship & Starting a Small Business – Risks and rewards

QUIZ 1 – CHAPTERS 1, 2, & 3 (50 points)

Oct 30 –Managing a Business and Employees

Chapter 7 Relationships with Employees – Employee Empowerment
Chapter 8 Adapting to Today’s Markets
Chapter 17 Use of Technology – Networks, hardware, software, & IT challenges
Chapter 9 Producing Goods and Services – Operations management techniques and goals

Nov 6 –Personal Finance – Overview of Chapters 21 & 22

Chapter 21 – Money supply, History & Purpose of Federal Reserve, U.S. Banking System
Chapter 22 – Elements of financial planning

EXAM 1 – CHAPTERS 4, 5, 6, 7, 8, 17, & 9 (200 points)

Nov 13–Human Resources Management

Chapter 10 Motivating Employees – Benefits and job enrichment
Chapter 11 Finding & Keeping the Best Employees – Training, assessment, & regulation
Chapter 12 Employee-Management Issues & Relationship – Organized labor & its impact

Nov 20 –Marketing

Chapter 13 Building Customer Relationships – 4 P’s of marketing
Chapter 14 Developing and Pricing Products/Services – PLC, branding, & pricing
Chapter 15 Distributing Products/Services – Wholesale, retail, & logistics
Chapter 16 Promotional Techniques – Advertising, PR, and B2B vs. B2C

QUIZ 2 – CHAPTERS 10, 11, & 12 (50 points)

Nov 27– **EXAM 2 – CHAPTERS 13, 14, 15, & 16 (100 points)**

Financial Resources

Chapter 18 Accounting & Financial Statements – FS's & ratio analysis

Chapter 19 Financial Management – Financial planning & obtaining funds

Dec 4 –**PRESENTATIONS / PAPER DUE (150 points)**

In-Class Accounting / Finance Project (50 points)

IX. AMERICANS WITH DISABILITIES ACT (ADA)

Springfield College in Illinois provides individuals with disabilities reasonable accommodations to participate in educational programs, activities, and services. Students with disabilities requiring accommodations to participate in college-sponsored programs, activities, and services or to meet course requirements should contact the Director of the Resource Center as early as possible.

- X. ASSESSMENT: Goals, objectives, and learning outcomes that will be assessed in the class are stated in this syllabus. Instructor will use Muddiest Point, Directed Paraphrasing, Misconception/Preconception Checks and/or other Classroom Assessment Techniques as deemed necessary in order to provide continuous improvement of instruction. Students are required to take part in all assessment measures.

XI. CLASSROOM ETIQUETTE

Cell phones and pagers must be turned off during class.

Please show respect to your fellow students and the instructor by arriving on time and being prepared for class.

XII. ILLINOIS ARTICULATION INITIATIVE

BUS 103 has been approved by the Illinois Articulation Initiative as meeting the criteria stipulated for iTransfer Course BUS 911 (as follows):

BUS 911: Introduction to Business (3 semester credits). Introduction to business functions, operations, and organization. Includes ownership and management, forms of organizations, finance, business ethics, personnel and labor-management relations, and marketing.

For more information, please visit the iTransfer website at <http://www.itransfer.org/IAI/>.

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ASSIGNMENT 1

To be completed prior to the first class meeting on October 16, 2006.

1. Read Chapters 1-3 of the textbook.
2. Study the summary and key terms at the end of each chapter.
3. Identify a business that you would like to own in the future. Email a short description of that business to the instructor at kestes@sci.edu.