

# Springfield College in Illinois

Session  
2008A

Session A - 2008  
Dawson 229  
6:00 – 10:00 p.m.  
Thursday

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Office Hours: By Appointment

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## INTRODUCTION TO BUSINESS – BUS 103-70

- I. **COURSE DESCRIPTION:** (3 credit hours) An introduction to the fundamental principles behind the management of both for-profit and not-for-profit business organizations. This introduction includes the exploration of economics, marketing, organizational management, human relations, information technology, accounting, and finance.
- II. **TEXTBOOK:** Understanding Business, Nickels/McHugh/McHugh, McGraw-Hill Irwin, 7<sup>th</sup> Ed., © 2005.
- 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. Up to 10 points each night will be given for active participation. (CK-1, CS-1, & SR-3)
- B. **Exams** – Four examinations will be used to assess the student’s grasp of the covered topics. The exam format will be discussed in class prior to each exam. A list of topics from each chapter will be provided in-class to assist students in preparing for the exams and quizzes. (CK-1, CS-1)
- 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, SR-3)
- 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, 8<sup>th</sup> 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:

720 – 800 = A

640 – 719 = B

560 – 639 = C

480 – 559 = D

479 or less = F

B. Means of Evaluating Outcomes:

4 Exams 400 points

Paper/Presentation 150 points

Accounting Project 50 points

Attendance/Participation 80 points

Homework/Articles 120 points

800 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, February 29, 2008, if necessary.

**Jan 10 –Introduction to Course & Syllabus Review – Homework #1 Due**

Chapter 1 Dynamic Business Environment – Risk and profits

Chapter 2 Economics and Business – Types of economies

Chapter 3 Globalization – Impact on overall business environment

**Jan 17 –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

**EXAM 1 – CHAPTERS 1, 2, & 3 (75 points)**

**Jan 24 –Managing a Business and Employees – Homework #2 Due**

Chapter 7 Management, Leadership, & Employee Empowerment

Chapter 8 Adapting to Today’s Markets – Org structure & recent trends

Chapter 17 Use of Technology – Networks, hardware, software, & IT challenges

Chapter 9 Producing Goods and Services – Operations management techniques and goals

**Jan 31 –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 2 – CHAPTERS 4, 5, 6, 7, 8, 17, & 9 (150 points)**

**Feb 7 –Human Resources Management – Homework #3 Due**

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

**Feb 14 –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

**EXAM 3 – CHAPTERS 10, 11, & 12 (75 points)**

**Feb 21 –Financial Resources**

Chapter 18 Accounting & Financial Statements – FS’s & ratio analysis  
Chapter 19 Financial Management – Financial planning & obtaining funds

**EXAM 4 – CHAPTERS 13, 14, 15, & 16 (100 points)**

**Feb 28 –PRESENTATIONS / PAPER DUE (150 points)**

**In-Class Accounting / Finance Project (50 points)**

**IX. AMERICANS WITH DISABILITIES ACT (ADA)**

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

If documentation of the disability (either learning or physical) is not already on file, it may be requested. Once on file, an individual student’s disability documentation is shared only at that individual’s request and solely with the parties whom the student wishes it shared. Requests are kept confidential and may be made by emailing [jtweedy@sci.edu](mailto:jtweedy@sci.edu) or calling (217) 525-1420, extension 291.

- 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. 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/>.

**INTRODUCTION TO BUSINESS  
BUS 103-70**

**Assignment is due at the beginning of the first class period, Thursday, January 10, 2008.**

**Read chapters 1, 2, and 3 of the textbook.**

NAME: \_\_\_\_\_

1. Identify and briefly explain a business that you might wish to start some day.
  
2. Find the current population for the world, United States, and Illinois using the website [www.census.gov](http://www.census.gov). The information can be found up in the right hand corner.
  
3. Find the current level of Gross Domestic Product at [www.bea.gov](http://www.bea.gov). You will need to click on Gross Domestic Product, then on News Release, and then find Table 3.
  
4. Find the current national unemployment rate at [www.bls.gov](http://www.bls.gov). Locate the section for Employment on the right hand side of the page. Click on National Unemployment Rate and then find the Unemployment Rate and the Participation Rate.
  
5. The CIA collects information on all of the countries in the world and publishes it in The World Factbook. This information can be accessed at [www.cia.gov](http://www.cia.gov). Find the following information.
  - a. Find the GDP per capita for Haiti, Cuba, China, Russia, and the U.S.
  - b. Find the percentage of the population below the poverty line for the above countries.
  - c. Find the unemployment rate for the above countries.