

Course	BUSN 5000 – 34 Introduction to Business
Term	Summer 2008
Instructor	Robert G. Roop, Ph.D. Telephone: 301.548.7715 Office Email: broop@hsus.org
Catalog Description	This course is designed to provide a foundation in such general business concepts as economic, finance, accounting, business law, marketing, and other business systems.
Prerequisites	None
Course Level Learning Outcomes	<ul style="list-style-type: none"> • To develop familiarity with the language and terminology of business. • To become familiar with the basic theories, concepts, and practices of the basic functional areas of business. • To develop an understanding of the benefits that derive from free enterprise capitalism as well as the dangers of unfettered capitalism. • To develop an understanding of profit and profitability and the important role it plays in the operation of successful organizations. • To become familiar with the basic business functions and how they properly work together in an integrated way to improve organizational performance. • To develop an understanding of the importance of international issues in modern business as well as develop an appreciation for the cultural, economic, political, and financial differences that must be taken into account if international business is to be effectively pursued. <p>Major Topics: Understanding and setting up businesses in the US, Business trends and ethics, Principles of business management, Small business concerns, Business planning and organizing, Human resource management and labor concerns, Production of goods and services, Computer and accounting systems, Product marketing and pricing techniques,</p>

	<p>Promoting and distributing goods and services, Money, banking and financial considerations of business, Legal and regulatory environment of business and, Understanding quality and productivity issues.</p> <p><u>Outcomes/Assessment (Meeting and Course Objective)</u></p> <p>Communication skills: (reading, writing, and speaking) You need to be able to read and comprehend graduate college-level material. You must understand the business principles presented in each chapter in order to intelligently complete assignments.</p> <p>Mathematical and scientific reasoning skills: Scientific reasoning is used by the student in moving from general principles to specific applications of business principles. This means that once you have learned a business principle, you need to be able to apply that principle to in class exercises.</p> <p>Learning skills: Learning skills involves the comprehension of the business concepts and the ability to take these concepts and apply them to everyday business situations. Your perspective is important in helping you internalize applicable business principles.</p> <p>Research skills: It is necessary for you to develop a business perspective and ask the questions of the teacher and business professionals that will help you understand the practical aspects of business. You must be able to access resources available to you...this includes the internet, to enable you to move beyond a basic understanding of business principles.</p> <p>Decision making and problem solving skills: The text will help you flex your decision making and problem solving skills. They are real life situations to which you can apply your knowledge of the subject through your summary and analysis.</p> <p>Interpersonal and group interaction skills: Interpersonal skills are the foundation of successful businessmen/women. Your ability to work with other people will make or break you as a manager.</p> <p>Students with Disabilities: As required by Section 504 of the Rehabilitation Act, appropriate accommodations will be made for all students with documented disabilities. This documentation would be on file with your local Webster University office. If you have a disability requiring accommodations in this class, please notify the instructor as soon as possible.</p>			
Materials	<p>Course Text: Contemporary Business 11th Ed, Boone and Kurtz, 2005, Thomson, South Western</p>			
Grading	<table border="1"> <tr> <td data-bbox="358 1812 1218 1921"> <p><u>Exams</u> During the course four (4) exams will be given, including a final exam. All exams will be closed book,</p> </td> <td data-bbox="1218 1812 1336 1921">10%</td> <td data-bbox="1336 1812 1422 1921"></td> </tr> </table>	<p><u>Exams</u> During the course four (4) exams will be given, including a final exam. All exams will be closed book,</p>	10%	
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	<p>closed note, in-class exams. Exam dates will be posted in class <u>AT LEAST</u> one week in advance during the semester. Please plan accordingly. Topics covered in the lectures, include, but are not limited to lecture notes, homework assignments, hand-outs, problems solved in class, and topics covered by assigned literature. These are all fair game on the exams.</p>		
	<p>Mid Term</p>	<p>15%</p>	
	<p>Attendance</p>	<p>10%</p>	
	<p>Participation</p>	<p>15%</p>	
	<p>Project and Paper</p>	<p>40%</p>	
	<p><u>Final Exam</u></p>	<p>20%</p>	
	<p>Total</p>	<p>100%</p>	
	<p>The grading system set out below is for use by all departments at Webster University.</p> <p style="text-align: center;"> A 90 – 100 B+ 85 – 89 B 80 – 84 C+ 75 – 79 C 70 – 74 D+ 65 – 69 D 60 – 64 F 0 – 59 </p>		
<p>Activities</p>			
<p>Policy Statements: University Policies</p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university’s published policies. The following policies are of particular interest:</p> <p>Academic Honesty The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university’s academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Drops and Withdrawals Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the</p>		

	<p>amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p>Disturbances Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p>
<p>Course Policies</p>	<p>Specific Course Policies</p> <p>A. Attendance Attendance, which is for the benefit of the student, is required in accordance with Webster University’s policy. Attendance will be measured through random and unannounced quizzes. You are fully responsible for all material presented in the lectures, even if you have been absent.</p> <p>B. Preparation This course covers a substantial amount of complex material, most of it in great detail. Some of the material that is presented in the lectures cannot be found in the textbook. Lectures are conducted under the assumption that students have intimately familiarized themselves with previously covered material, as well as prepared for the material covered in the lecture. Thus, you are expected to come well prepared for every lecture.</p> <p>It is essential that you keep up with the material as it is presented. This is not one of those courses in which it is possible to catch up at the last minute. In particular, it is important to cover and understand the assigned readings and problems as the material is presented. As much of the material presented in this course is cumulative in nature, it is imperative that you keep up with the material as we proceed. The cumulative nature of the material discourages tactical preparations.</p>

	<p>During the course, homework will be assigned regularly, but will not be collected. Answers to the homework problems will be made available through the class website. Because this course covers quite challenging material, it is suggested that you prepare approximately 1-2 hours for every lecture. Also, it is my experience that regularly absent students fail to perform to their satisfaction in this course.</p> <p>Be advised: extra credit is not available under any circumstances! Given that extra credit is not available, you should consider your level of effort and attendance plans very early in this course.</p> <p>Aesthetic responsiveness: It is good taste to continually improve your business skills since businessmen/women should succeed personally, interpersonally, and professionally. You have taken the right step in registering for this class. Now it is up to you to learn, apply, learn from application, and apply again until you find that success formula.</p> <p>Citizenship/social responsiveness: As a businessman/woman, you are responsible to the owners of the business, your customers, and to society in general. It is important that you continually focus on making a contribution not only to your business, but also to society.</p> <p>Valuing: Success in life requires that you have a clear set of values. Having a clear set of values will help you chart a steady course as you seek to become a successful businessman/woman.</p>	
<p>Weekly Schedule</p>	<p>Assignments Prior to First Class</p>	<p>Schedule: The following schedule represents the instructor's best estimate of the material that will be covered in the progression of the course, however each class is different and the instructor reserves that right to make any changes he deems necessary to this schedule. The course presentation of the material is planned to correspond primarily with the layout of the text. It is your responsibility to become aware of <u>any</u> changes. The following outline is intended to give you an idea of the sequence of topics and is not exact. It is essential that you attend each course in order to obtain the reading assignment and problems. The schedule is only designed to give you a rough idea of the topics and the rate at which they will be covered. Some of the topics will be covered in</p>

		greater detail than others; I will indicate the relative importance of each topic.		
	Week 1	Chapter 1		
	Week 2	Chapters 2 & 16		
	Week 3	Chapter 4		
	Week 4	Chapters 8-9 & 10		
	Week 5	Chapters 11 & 13		
	Week 6	Chapters 12 & 14		
	Week 7	Review		
	Week 8	Final Exam		
	Week 9	Project Due		
Additional Information				

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