

<b>Course</b>	<b>BUSN 5000 / JA / Business</b>
<b>Term</b>	Spring 1, 2010 – Wednesday – 6:00–10:00 pm 1/6, 1/13, 1/20, 1/27, 2/3, 2/10, 2/17, 2/24, 3/3
<b>Instructor</b>	Name: Donna Acors Home Phone: (904) 287-9730 Work Phone: (904) 279-4250 Email: <a href="mailto:Dacors@webster.edu">Dacors@webster.edu</a> or <a href="mailto:Donna_Acors@bellsouth.net">Donna_Acors@bellsouth.net</a>
<b>Catalog Description</b>	This course is designed to provide a foundation in theories and concepts in accounting, economics, finance, management, and marketing.
<b>Prerequisites</b>	None Required
<b>Course Level Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• To develop familiarity with the language and terminology of business.</li> <li>• To become familiar with the basic theories, concepts, and practices of the basic functional areas of business.</li> <li>• To develop an understanding of the benefits that derive from free enterprise capitalism as well as the dangers of unfettered capitalism.</li> <li>• To develop an understanding of profit and profitability and the important role it plays in the operation of successful organizations.</li> <li>• To become familiar with the basic business functions and how they properly work together in an integrated way to improve organizational performance.</li> <li>• 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.</li> </ul>
<b>Materials</b>	<p>Boone, L.E. &amp; Kurtz, D.L. (2009). <b>Contemporary Business</b>. (13th Edition). Wiley. ISBN# 978-0-470-43368-3</p> <p>Sabin, W. (2005). <b>The Gregg Reference Manual</b>. (10th Edition). McGraw-Hill. ISBN#0-072-93653-3</p> <p style="text-align: center;"><b>To Order Textbooks go to the local North FL website <a href="http://www.webster.edu/jack">www.webster.edu/jack</a> and click on Order Textbooks to select a vendor</b></p>

	<p align="center"><b>(Note: Textbooks must be ordered 2 weeks prior to class to ensure delivery)</b></p> <p><b>Supplemental Reading:</b></p> <ul style="list-style-type: none"> <li>• <b>Research Paper Guidelines and Sample Paper</b> – See website @ <a href="http://www.webster.edu/jack">www.webster.edu/jack</a> and click on the Student Resources category.</li> </ul>																												
<p><b>Grading</b></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;"><b>Assignments</b></th> <th style="text-align: right;"><b>Maximum Points</b></th> </tr> </thead> <tbody> <tr> <td>• Three Exams (20 + 20 + 20 points)</td> <td style="text-align: right;">60 Points</td> </tr> <tr> <td>• Two Written Papers and Presentations - including Passports Internet Proficiency (8 points each)</td> <td style="text-align: right;">16 Points</td> </tr> <tr> <td>• One Written Paper and Presentation including PowerPoint presentation and Passports Internet Proficiency</td> <td style="text-align: right;">14 Points</td> </tr> <tr> <td>• Class Participation and Attendance</td> <td style="text-align: right;"><u>10 Points</u></td> </tr> <tr> <td><b>TOTAL</b></td> <td style="text-align: right;"><b>100 Points</b></td> </tr> </tbody> </table> <p>Letter grades will be assigned pursuant to the following scores based on the percent of the total possible points (weighted according to the scale above) that you earned in the course.</p> <table border="1" style="margin-left: auto; margin-right: auto; border-collapse: collapse;"> <thead> <tr> <th>Percentage of Total Points</th> <th>Grade</th> </tr> </thead> <tbody> <tr> <td>95%-100%</td> <td>A</td> </tr> <tr> <td>90%-94%</td> <td>A-</td> </tr> <tr> <td>88%-89%</td> <td>B+</td> </tr> <tr> <td>84%-87%</td> <td>B</td> </tr> <tr> <td>80%-83%</td> <td>B-</td> </tr> <tr> <td>70%-79%</td> <td>C</td> </tr> <tr> <td>Below 70%</td> <td>F</td> </tr> </tbody> </table>	<b>Assignments</b>	<b>Maximum Points</b>	• Three Exams (20 + 20 + 20 points)	60 Points	• Two Written Papers and Presentations - including Passports Internet Proficiency (8 points each)	16 Points	• One Written Paper and Presentation including PowerPoint presentation and Passports Internet Proficiency	14 Points	• Class Participation and Attendance	<u>10 Points</u>	<b>TOTAL</b>	<b>100 Points</b>	Percentage of Total Points	Grade	95%-100%	A	90%-94%	A-	88%-89%	B+	84%-87%	B	80%-83%	B-	70%-79%	C	Below 70%	F
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<p><b>Activities</b></p>	<p>Normal class activities will be a combination of lecture, discussion, small group projects, cases, and problems. There may also be unannounced quizzes or cases and homework such as short issue-oriented papers.</p> <p><b>Chapter Exams: (3)</b></p> <ul style="list-style-type: none"> <li>• Exams will consist of multiple-choice, problems, and/or essay questions.</li> <li>• Point values for each question will be indicated on the exam.</li> </ul>																												

**Written Papers (3) and Presentations:**

- A maximum of 8 points each will be awarded for papers 1 and 2. A maximum of 14 points will be awarded for paper 3 (Paper 3 includes a PowerPoint presentation). All papers must demonstrate Passports Internet proficiency.
- Copies of the source articles **must** be handed in with all papers.
- All papers must be typed **double-spaced** with Times New Roman 12-point font; see Reference Guidelines for further information on paper format.
- Grammatical and spelling errors will result in scoring penalties.
- Late submissions will warrant a 50% deduction per week without exception. If the student is unable to attend class, arrangements must be made with the instructor to submit the paper prior to the class period.
- Students may resubmit papers 1 and 2 with scores of less than 7 points. The student must give resubmitted papers to the instructor the week after the paper is returned (Late resubmissions will not be accepted).

**Class Participation and Attendance:**

- Students are expected to attend all class sessions of every course for the full 36 contact hours. In the case of unavoidable absence, the student must contact the instructor. The student is subject to appropriate academic penalty for incomplete or unacceptable makeup work, or for excessive or unexcused absences. Generally, a student who misses more than one four-hour course period (per course) without a documented military or medical excuse and advanced permission of the instructor should withdraw from the class. The University reserves the right to involuntarily drop enrolled students from classes, which they do not attend. **PLEASE BE ADVISED:** Students who do not attend the first class session, who have not made prior arrangements with the instructor for being absent, will be dropped from their courses.
- Attendance the last day of class is mandatory to ensure that all work is completed and to be awarded a passing grade. An Incomplete will not be acceptable without documental proof (Death Notice, Doctor's Letter, etc.) as to absence relating to non-completion of class work. These must be faxed 904-262-1459 or dropped off to Webster University by the Monday after the term ends.
- Participants are expected to arrive on time and be actively involved in the learning experience. Each student should desire to learn, participate, and proactively contribute to the learning of others during each discussion and exercise.
- Students are to participate in classroom discussions. The discussions are an opportunity for students to reveal their understanding of the assignments made for the current and previous classes.

	<ul style="list-style-type: none"> <li>• Assignments are given to prepare the student to participate in class discussions; therefore, it is imperative that reading assignments and associated questions for discussion be completed prior to class.</li> <li>• A maximum of 10 points will be awarded based on the level and quality of participation and preparation.</li> <li>• Failure to turn in an assignment within one week will result in a grade of "0" for that assignment. In addition, failure to submit an assignment will lower the final grade by an additional two points.</li> <li>• All assignments are due as detailed in the Course Schedule.</li> <li>• Late assignments will be accepted, if they are turned in <i>no later</i> than one week later, but will be penalized one letter grade. Furthermore, late assignments will lower the student's final grade by an additional one point.</li> <li>• Late assignments will not be accepted for the final assignments the last week of the course to allow timely completion and grades to be submitted.</li> </ul>
<p><b>Policy Statements: University Policies</b></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><b>Academic Honesty</b></p> <p>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><b>Drops and Withdrawals</b></p> <p>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 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><b>Special Services</b></p> <p>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><b>Disturbances</b></p>

	<p>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><b>Student Assignments Retained</b></p> <p>From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p><b>Contact Hours for this Course</b></p> <p>It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>
<p><b>Course Policies</b></p>	<p><b>Attendance</b></p> <ul style="list-style-type: none"> <li>• Attendance is expected, but students sometimes have work or family problems that cannot be avoided. However, if you must miss more than one class it may put you at a disadvantage because of the amount of material to be learned. It is not conceptually hard, but there is a tremendous amount of it. Further, material will be covered in class that is not in the text so make every effort to attend classes. However even though attendance is expected it will not normally directly affect your grade. However, if you are not present for class you will miss any material presented from outside the text and you will be unable to participate and your class participation grade could be affected.</li> </ul>

<b>Weekly Schedule</b>		<b>Pre-Assignments for Sessions 1 &amp; 2:</b> <ul style="list-style-type: none"> <li>• Read Chapters 1 - 3 (Pages 1-89)</li> </ul>
	<b>Session 1</b>	<b>THEME: Business in a Global Environment</b> <b>Topics:</b> <ul style="list-style-type: none"> <li>• Introduction and review of instructor/student expectations</li> <li>• <b>Chapter 1</b> – Lecture and Class Discussion – The Changing Face of Business</li> <li>• <b>Chapter 2</b> – Lecture and Class Discussion – Business Ethics and Social Responsibility</li> <li>• <b>Chapter 3</b> – <b>Lecture and Class Discussion – Economic Challenges Facing Contemporary Business</b></li> </ul> <b>Assignments for Session 2:</b> <ul style="list-style-type: none"> <li>• Read Chapters 4-6 and Part 1 Appendix A</li> <li>• Prepare a five-page paper (Paper 1) that relates to any topic covered in Chapters 4-6. The cover page (if you choose to have one) and the reference page are not included in the five-page requirement. The paper must include a minimum of three reference sources (not cited in a previous paper) from research in “Passports” databases. Remember to hand in copies of the source articles with your paper. Be prepared to present (<b>not read</b>) a summary of the topic to the class.</li> </ul>
	<b>Session 2</b>	<b>THEME: Business in a Global Environment (cont’d)</b> <b>Topics</b> <ul style="list-style-type: none"> <li>• <b>Chapter 4</b> – Lecture and Class Discussion – Competing in World Markets</li> <li>• <b>Appendix A</b> – Lecture and Class Discussion – Business Law</li> <li>• <b>Chapter 5</b> – Lecture and Class Discussion – Options for Organizing Small and Large Businesses</li> <li>• <b>Chapter 6</b> – Lecture and Class Discussion – Starting Your Own Business: The Entrepreneurship Alternative</li> </ul> <b>Assignments for Session 3:</b> <ul style="list-style-type: none"> <li>• Prepare for Exam 1: Chapters 1-6, lectures, discussions, and videos</li> <li>• Read Chapters 8 - 9</li> </ul>

	<p><b>Session 3</b></p>	<p><b>THEME: Management: Empowering People to Achieve Business Objectives</b>  <b>Topics:</b></p> <ul style="list-style-type: none"> <li>• <b>Exam 1:</b> Chapters 1-6, lectures, discussions, and video</li> <li>• Presentation and discussion of Paper 1</li> <li>• <b>Chapter 8</b> – Lecture and Class Discussion – Management, Leadership, and the Internal Organization</li> <li>• <b>Chapter 9</b> – Lecture and Class Discussion – Human Resource Management, Motivation and Labor-Management Relations</li> </ul> <p><b>Assignments for Session 4:</b></p> <ul style="list-style-type: none"> <li>• Read Chapters 10 - 11</li> </ul>
	<p><b>Session 4</b></p>	<p><b>THEME: Management: Empowering People to Achieve Business Objectives (cont'd)</b>  <b>Topics:</b></p> <ul style="list-style-type: none"> <li>• <b>Chapter 10</b> – Lecture and Class Discussion – Improving Performance through Empowerment, Teamwork, and Communication</li> <li>• <b>Chapter 11</b> – Lecture and Class Discussion – Production and Operations Management</li> </ul> <p><b>Assignments for Session 5:</b></p> <ul style="list-style-type: none"> <li>• Read Chapters Chapter 7, and Chapter 15</li> </ul>
	<p><b>Session 5</b></p>	<p><b>THEME: Electronic Commerce &amp; Managing Technology and Information</b>  <b>Topics:</b></p> <ul style="list-style-type: none"> <li>• <b>Chapter 7</b> – Lecture and Class Discussion – E-Business: Doing Business Online</li> <li>• <b>Chapter 15</b> – Lecture and Class Discussion – Using Technology to Manage Information</li> </ul> <p><b>Assignments for Session 6:</b></p> <ul style="list-style-type: none"> <li>• Read Chapters 12-14</li> <li>• Prepare a 5-page paper (Paper 2) that relates to any topic covered in Chapters 12-14. The cover page (if you have one) and the reference page are not included in the five-page requirement. The paper must include a minimum of three reference sources (not cited in previous papers) from research in “Passports” databases. Remember to hand in copies of the source articles with your paper. Be prepared to present (<b>not read</b>) a summary of the topic to the class.</li> </ul>

	<p><b>Session 6</b></p>	<p><b>THEME: Marketing Management (cont'd)</b></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• <b>Chapter 12</b> – Lecture and Class Discussion – Customer-Driven Marketing</li> <li>• <b>Chapter 13</b> – Lecture and Class Discussion – Product and Distribution Strategies</li> <li>• <b>Chapter 14</b> – Lecture and Class Discussion – Promotion and Pricing Strategies</li> </ul> <p><b>Assignments for Session 7:</b></p> <ul style="list-style-type: none"> <li>• Prepare for Exam 2. Chapters 7-11, and Chapter 15 lectures, discussions and videos</li> <li>• Read Chapters 16-17</li> </ul>
	<p><b>Session 7</b></p>	<p><b>THEME: Managing Financial Resources</b></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• <b>Chapter 16</b> – Lecture and Class Discussion – Understanding Accounting and Financial Statements</li> <li>• <b>Chapter 17</b> – Lecture and Discussion – The Financial System</li> </ul> <p><b>Assignments for Session 8:</b></p> <p>Read Chapter 18 and Appendix B</p>
	<p><b>Session 8</b></p>	<p><b>THEME: Managing Financial Resources</b></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• <b>Chapter 18</b> – Lecture and Discussion – Financing Management</li> <li>• <b>Appendix B</b> – Lecture and Discussion – Insurance and Risk Management</li> </ul> <p><b>Assignments for Session 9:</b></p> <ul style="list-style-type: none"> <li>• Prepare for Exam 3 – Chapters 12 – 14, Chapters 16 – 18 and Appendix B</li> <li>• Prepare a 10-page paper (Paper 3) from research from “Passports” database searches that relates to any topic introduced in the class, other than those you already reported on. The paper must include five reference sources not cited in previous papers. The cover page (if you have one) and the reference page are not included in the (10) ten-page requirement. <b>Be prepared to present a summary of the topic to the class in PowerPoint Presentation format.</b> Do not forget copies of the articles</li> </ul>

	<b>Session 9</b>	<b>THEME: Pulling It All Together</b> <p style="text-align: right;"><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• <b>Exam 3:</b> Chapters 12-14, Chapters 16-18, Appendix B</li> <li>• Discussion and presentation of Paper 3 (includes PowerPoint presentation)</li> </ul>
<b>Additional Information</b>	None	

Revised 7/1/2009