

<b>Course</b>	<b>BUSN 5000 Business</b>
<b>Term</b>	<u>SUMMER 2008</u>
<b>Instructor</b>	Fred W. Holtz 816-561-0515 <a href="mailto:fholtz@webster.edu">fholtz@webster.edu</a> OR <a href="mailto:frdhltz@aol.com">frdhltz@aol.com</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
<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>	Text: <u>Contemporary Business</u> by Boone and Kurtz. 12 <sup>th</sup> Edition Thomson Higher Education, Copyright 2007. Student Edition ISBN-13 978-0-324-54052-9 OR ISBN-10 0-324-54052-3. <u>MBS Direct 786379</u> . Text is available through MBSDirect Books at 1-800-352-3252 or <a href="http://www.mbsdirect.net">www.mbsdirect.net</a> . Checks and credit cards are accepted. There will also be a number of articles and cases assigned. Additionally, students are expected to follow business news through the <i>Wall Street Journal</i> , <i>Business Week</i> , <i>Fortune</i> , etc. If there are particular news stories that I want you to read, I will let you know.

<b>Grading</b>	<p>95-100% A  90-94% A-  85-89% B+  80-84% B  75-79% B-  70-74% C  Below 70% F</p> <p>Class Participation 10%  Weekly Articles 20%  Mid Term Examination 30%  Final Examination 40%</p> <p><b><u>The GRADUATE catalog provides these guidelines and grading options:</u></b></p> <ul style="list-style-type: none"> <li>• <u>A/A- Superior graduate work</u></li> <li>• <u>B+/B/B- Satisfactory graduate work</u></li> <li>• <u>C Work that is barely adequate as graduate-level performance</u></li> <li>• <u>CR Work that is performed as satisfactory graduate work (B- or better). A grade of "CR" is reserved for courses designated by a department, involving internships, a thesis, practicums, or specified courses.</u></li> <li>• <u>F Work that is unsatisfactory</u></li> <li>• <u>I Incomplete work</u></li> <li>• <u>ZF An incomplete which was not completed within one year of the end of the course. ZF is treated the same as an F or NC for all cases involving G.P.A., academic warning, probation, and dismissal.</u></li> <li>• <u>IP In progress</u></li> <li>• <u>NR Not reported</u></li> <li>• <u>W Withdrawn from the course</u></li> </ul>
<b>Activities</b>	<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>
<b>Policy Statements: University Policies</b>	<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>  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>

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A/A- Superior graduate work¶  
B+/B/B- Satisfactory graduate work¶  
C Work that is barely adequate as graduate-level performance¶  
CR Work that is performed as satisfactory graduate work (B- or better). A grade of CR is reserved for courses designated by a department, involving internships, a thesis, practicums, or specified courses.¶  
F Work that is unsatisfactory¶  
I Incomplete work¶  
ZF An incomplete which was not completed within one year of the end of the course. ZF is treated the same as an F or NC for all cases involving GPA academic warning, probation, and dismissal.¶  
IP In progress¶  
NR Not reported¶  
W Withdrawn from the course¶

	<p><b>Drops and Withdrawals</b> 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> 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 <u>of</u> the course of the accommodations you will require in this class so that these can be provided.</p> <p><b>Disturbances</b> 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> From time to time, student assignments or projects will be retained 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> 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>
<b>Course Policies</b>	<p><b>Attendance</b></p> <p>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.</p>
<b>Weekly Schedule</b>	SCHEDULE

WEEK	TOPIC
1	<p data-bbox="544 254 956 283">GLOBAL BUSINESS AND ETHICS</p> <p data-bbox="474 380 589 409">Chapter 1.</p> <ul data-bbox="544 411 1036 564" style="list-style-type: none"> <li data-bbox="544 411 870 441">The private Enterprise system</li> <li data-bbox="544 443 1036 472">From transaction management to relationship management</li> <li data-bbox="544 474 891 504">Wanted: a new type of manager</li> <li data-bbox="544 506 776 535">Why study business?</li> </ul> <p data-bbox="474 564 589 594">Chapter 2.</p> <ul data-bbox="544 596 743 625" style="list-style-type: none"> <li data-bbox="544 596 743 625">The entire chapter</li> </ul> <p data-bbox="474 627 589 657">Chapter 3.</p> <ul data-bbox="544 659 743 688" style="list-style-type: none"> <li data-bbox="544 659 743 688">The entire chapter</li> </ul> <p data-bbox="474 690 589 720">Chapter 4.</p> <ul data-bbox="544 722 1062 905" style="list-style-type: none"> <li data-bbox="544 722 743 751">Why nations trade</li> <li data-bbox="544 753 865 783">Barriers to international trade</li> <li data-bbox="544 785 971 814">Reducing barriers to international trade</li> <li data-bbox="544 816 688 846">Going global</li> <li data-bbox="544 848 959 877">International organizational structures</li> <li data-bbox="544 879 1062 909">Developing a strategy for international business</li> </ul> <p data-bbox="474 911 1159 997">Assignment: You will be given two vignettes that describe business behavior and you are to discuss this behavior from the point-of-view of each of the ethical theories covered in class.</p>
2	<p data-bbox="544 1031 815 1060">ENTREPRENEURSHIP</p> <p data-bbox="474 1062 589 1092">Chapter 5</p> <ul data-bbox="544 1094 1029 1339" style="list-style-type: none"> <li data-bbox="544 1094 886 1123">Advantages of a small business</li> <li data-bbox="544 1125 917 1155">Disadvantages of a small business</li> <li data-bbox="544 1157 1029 1186">Increasing the likelihood of business success</li> <li data-bbox="544 1188 982 1218">Opportunities for minorities and women</li> <li data-bbox="544 1220 675 1249">Franchising</li> <li data-bbox="544 1251 839 1281">Small business goes global</li> <li data-bbox="544 1283 956 1312">Alternatives for business organization</li> <li data-bbox="544 1314 924 1344">The environment for entrepreneurs</li> </ul> <p data-bbox="474 1346 589 1375">Chapter 6.</p> <ul data-bbox="544 1377 1055 1463" style="list-style-type: none"> <li data-bbox="544 1377 1055 1407">Reasons to choose entrepreneurship as a career</li> <li data-bbox="544 1409 891 1438">Characteristics of entrepreneurs</li> <li data-bbox="544 1440 792 1470">Starting a new venture</li> </ul> <p data-bbox="544 1472 734 1501"><a href="#">Entrepreneurship</a></p> <p data-bbox="474 1524 589 1554">Chapter 7</p> <ul data-bbox="544 1556 743 1585" style="list-style-type: none"> <li data-bbox="544 1556 743 1585">The entire chapter</li> </ul>

	<p>3            ACCOUNTING AND FINANCE</p> <p>Chapter 18</p> <p>    The accounting process</p> <p>    The foundation of the accounting system</p> <p>    Financial statements</p> <p>    Ratio analysis</p> <p>    Budgeting</p> <p>    International accounting</p> <p>Chapter 19</p> <p>    The role of the financial manager</p> <p>    Characteristics and functions of money</p> <p>    The money supply</p> <p>    The financial system and financial institutions</p> <p>Chapter 20</p> <p>    The chapter in its entirety should be read for general familiarity only</p> <p>Assignment: The Shoebox Problem</p> <p>4            MANAGEMENT OF THE FIRM AND DECISION MAKING</p> <p>Chapter 8</p> <p>    The importance of planning</p> <p>    Strategic planning</p> <p>    Building and managing business partnerships</p> <p>Chapter 11</p> <p>    The collective bargaining process</p> <p>    Grievance procedure</p> <p>    Weapons of unions and management</p> <p>Chapter 12</p> <p>    The entire chapter</p> <p>    Assignment: A friend of yours has just been promoted to COO of a mid-sized manufacturing firm and has asked you to write a brief outline of how the goal setting, strategy development, planning, organizing, and control system should work in a well run organization.</p> <p>5            EXAMINATION</p> <p>            DECISION MAKING (pages 304-306)</p> <p>            Assignment : You will be given a short case to analyze using the Kepner-Tregoe method of analysis which is discussed in class.</p> <p>6            MANAGING PEOPLE</p> <p>Chapter 9</p> <p>    Motivating employees</p>
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	<p>Human resource concerns for the 21<sup>st</sup> century</p> <p>Chapter 10</p> <p>Teamwork</p> <p>Team characteristics</p> <p>7</p> <p>MARKETING</p> <p>Chapter 13</p> <p>The entire chapter</p> <p>Chapter 14</p> <p>The product life cycle</p> <p>Product lines and the product mix</p> <p>New product development</p> <p>Price in the marketing mix</p> <p>Pricing objectives</p> <p>How prices are determined</p> <p>Consumer perceptions of prices</p> <p>Chapter 15</p> <p>Distribution strategy</p> <p>Distribution strategy decisions</p> <p>Chapter 16</p> <p>Integrated marketing communications</p> <p>The promotional mix</p> <p>IMC in action: Sponsorships and cross promotions</p> <p>Assignment: Briefly describe the four stages of the product life cycle, discuss why it is an important concept for managers and how a firm's behavior would vary across these four stages.</p> <p>8</p> <p>TECHNOLOGY AND INFORMATION</p> <p>Chapter 17</p> <p>Technology for a competitive edge</p> <p>New technologies, changing industries</p> <p>Managing technologies</p> <p>Chapter 18</p> <p>Management information systems</p> <p>Term Paper due by the end of the week (Friday at 4:30)</p> <p>9</p> <p>EXAMINATION</p> <p>Wrap-up</p>
<b>Additional Information</b>	NONE

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