

<b>Course</b>	<b>BUSN 5000 Business</b>
<b>Term</b>	Summer 2009
<b>Instructor</b>	Name: Stan Salva Phone: (816) 252-4400 (816) 805-5585 Email: <a href="mailto:salva@webster.edu">salva@webster.edu</a> ; <a href="mailto:stansalva@wwdb.org">stansalva@wwdb.org</a> <a href="mailto:mayor@sugar-creek.mo.us">mayor@sugar-creek.mo.us</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: Contemporary Business, 13 <sup>th</sup> edition, by Boone and Kurtz, ISBN: 978-0-470-43368-3. There will also be a number of articles and cases assigned. Additionally, students are suggested 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.  The book may be obtained through MBS Direct Books at 1-800-325-3252 or <a href="http://www.mbsdirect.net">www.mbsdirect.net</a> .

<p><b>Grading</b></p>	<p><u>Grading Criteria</u></p> <p>Case Work        200 points</p> <p>Term Paper        200 points</p> <p>Mid-Term           200 points</p> <p>Final Exam        300 points</p> <p>Participation      100 points</p> <p>TOTAL              1000 points</p> <p><b>The GRADUATE catalog provides these guidelines and grading options:</b></p> <ul style="list-style-type: none"> <li>• <b>A/A-</b> Superior graduate work</li> <li>• <b>B+/B/B-</b> Satisfactory graduate work</li> <li>• <b>C</b> Work that is barely adequate as graduate-level performance</li> <li>• <b>CR</b> 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.</li> <li>• <b>F</b> Work that is unsatisfactory</li> <li>• <b>I</b> Incomplete work</li> <li>• <b>ZF</b> 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.</li> <li>• <b>IP</b> In progress</li> <li>• <b>NR</b> Not reported</li> <li>• <b>W</b> Withdrawn from the course</li> </ul>
<p><b>Activities</b></p>	<p>Normal class activities will be a combination of lecture, discussion, video presentations, small group projects, cases, and problems.</p>
<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</p>

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.

**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.

**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.

**Student Assignments Retained**

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.

**Contact Hours for this Course**

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>	<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>
<p><b>Weekly Schedule</b></p>	<p style="text-align: center;"><b>SCHEDULE</b></p> <p>This class starts the week of January 7th, and meets on Tuesday.</p> <p>Pre-Class Assignment: Read Chapters 1 and 2.</p> <p>Week 1: Introduction and Syllabus Review  Instructions on Required Term Paper  Lecture-Business in a Global Environment  Video Cases  Assignment: Read Chapters 3 and 4.  Complete Cases 1.1 and 2.1</p> <p>Week 2: Lecture-Competition in the Global Environment  Video Cases  Assignment: Read Chapters 8, 9, and 10.  Complete Case 3.1  Complete Case Part 1, page 139.</p> <p>Week 3: Lecture-Human Resource Management/Leadership  Videos Cases  Assignment: Read Chapter 11.  Complete Cases 8.1 and 9.1  Prepare for Mid-Term Exam</p> <p>Week 4: Lecture-Enhancing Performance and Operations Management  Mid-Term Exam  Assignment: Read Chapters 12, 13, and 14.  Case Part 3, page 372.</p> <p>Week 5: Lecture-Marketing Strategies  Video Cases  Assignment: Read Chapters 17 and 18.  Case Part 4, page 477.</p>

	<p>Week 6: Lecture-Financial Resources Management Video Cases Assignment: Read Chapters 5, 6, and 7. Case Part 6, page 603</p> <p>Week 7: Lecture-The Opportunities and Challenges of Entrepreneurship Video Cases Assignment: Read Chapters 15 and 16. Complete Part 2 Case, page 247.</p> <p>Week 8: Lecture-Managing Technology and Information Video Cases Assignment: Read Chapters 17 and 18. Case Part 5, page 541. Prepare for Final Exam</p> <p>Week 9: Lecture-Business Plan Development Wrap-Up Final Examination</p>
<b>Additional Information</b>	None

Copyright © 2005 – 2006, School of Business & Technology, Webster University. All rights reserved.