

Course	BUSN 5000 – Business
Term	Fall 2, Oct 19 – Dec 18, 2009
Instructor	Name: Gary Sample Phone: 501-843-5784 (home) 501-490-7376 (work) 501-658-1110 (cell) Email: gsample@webster.edu or gsample@georgfischer.com
Catalog Description	This course is designed to provide a foundation in theories and concepts in accounting, economics, finance, management, and marketing.
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.
Materials	<p><i>Contemporary Business</i>. 13th ed, Boone and Kurtz. 2009 Wiley. ISBN 9780470433683.</p> <p>Please be aware when purchasing your textbooks that the International versions of the text may differ from the Domestic (North American) version required for your course.</p> <p>You can access the Virtual Bookstore at http://www.mbsdirect.net/webster or call MBS Direct at 800-325-3252 and give your school name, site or program, and course number.</p>

<p>Grading</p>	<p>Course Requirements:</p> <table border="0"> <tr> <td>1. Class Discussions</td> <td>30%</td> </tr> <tr> <td>2. Assignments</td> <td>15%</td> </tr> <tr> <td>3. Examinations (Mid Term & Final)</td> <td>20%</td> </tr> <tr> <td>4. Group Business Plan Project</td> <td>35%</td> </tr> </table> <p>Grading Scale 93-100 A 90-92 A- 87-89 B+ 83-86 B 80-82 B- 70-79 C 0-69 F</p> <p>Course Requirements The GRADUATE catalog provides these guidelines and grading options:</p> <p>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 G.P.A., academic warning, probation, and dismissal. IP In progress NR Not reported W Withdrawn from the course</p>	1. Class Discussions	30%	2. Assignments	15%	3. Examinations (Mid Term & Final)	20%	4. Group Business Plan Project	35%
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<p>Activities</p>	<p>Class Discussions: To discuss your perspective against other professionals, and students in the class to get different points of view. The discussions will count for 30 percent of your grade.</p> <p>Assignments: Three graded assignments will be identified in weeks 1, 3 and 5. The three assignments will count for 15 percent of your grade. Assignments submitted late will likely be penalized unless there is a valid reason provided by the student.</p> <p>Exams: There will be two exams. Each exam has two parts. The first part of the exam consists of 40 multiple-choice questions worth two points each for which. The second part consists of two essay questions worth 10 points each. The Mid-Term and Final Exams will count for a total of 20 percent of your grade.</p>								

	<p>Group Business Plan Paper: Each student will be assigned to a group of up to five members for the purpose of preparing a 15- to 20-page business plan on an existing or proposed new business. Additional information will be provided in the second class in the form of Web links to selected reference materials and a Sample Business Plan to assist with the preparation of your business plan. The group will be required to submit a paragraph by the end of the third class identifying the type of business you want to start, the form of business ownership, and the city in which you want to locate your proposed business. This project pulls everything together and counts for 35 percent of your grade and requires at least 20 hours of work.</p>
<p>Policy Statements: University Polices</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>A student may submit their term paper to the On-Line Writing Center in St. Louis by email and have a coach make suggestions/corrections. It is up to the student to allow sufficient time (7-10 days) for this process to be utilized and still turn in the term paper on the assigned date. Go to http://www.webster.edu/acadaffairs/asp/wc/online.html</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 beware 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>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, all students are expected to be in class and prepared to begin on time. All pagers, wireless phones, or other electronic devices must be turned off, or switched to vibrate, when you enter the classroom.</p>

	<p>Disruption of class, whether by latecomers, noisy devices, or 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>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.</p> <p>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>
Course Policies	<p><u>Please Note:</u> <i>Students must notify the office if they wish to DROP or WITHDRAW from a course. It is not sufficient to tell your instructor. Cancellation of an enrollment is subject to Tuition Refund Deadlines and Policies as outlined in the Graduate Studies Catalog.</i></p>
Week 1:	<p>Ethics, Economics, and Globalization (Chapters 1-3) Graded Assignment No. 1: A-1 Trailers</p>
Week 2:	<p>Globalization, Entrepreneurship (Chapters 4-6)</p>
Week 3:	<p>Management of the Firm (Chapters 8-9) Graded Assignment No. 2: Forms of Business Ownership</p>
Week 4:	<p>Managing People and Operations (Chapters 10-11)</p>
Week 5:	<p>Mid-Term Exam (Chapters 1-6 and 8-11) Accounting and Financial Statements (Chapter 16 and IRS Form 1040, Schedule C), Graded Assignment No. 3: The Income Statement</p>
Week 6:	<p>Managing Financial Resources (Chapters 17-18)</p>
Week 7:	<p>Marketing Management (Chapters 12-14)</p>
Week 8:	<p>Managing Technology and Information (Chapters 7 and 15) Group Project Business Plan Paper Due</p>
Week 9:	<p>Final Exam (Chapters 7 and 12-18)</p>
Additional Information	<p>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.</p>
Approved by	<p>Michael Hostetler, Faculty Coordinator, June 8, 2009</p>