



The School of Business & Technology

Course Syllabus

<b>Course</b>	<b>BUSN 5000 57 Business</b>
<b>Term/Location</b>	Spring 1, 2010, Fort Sam Houston, TX
<b>Instructor</b>	Name: Dan Davied, Ph.D. Phone: 210-368-4018 Email: <a href="mailto:danieldavied93@webster.edu">danieldavied93@webster.edu</a>
<b>Course 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 derives 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 the 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>	Book title: <i>Understanding Business</i> , 9 <sup>th</sup> edition Author(s): William Nickels, et al, Publisher: McGraw-Hill Publishing ISBN: 0073511706 There will also be a number of articles and cases assigned.

	<p>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 you are to read, they will be assigned.</p>
<b>Grading</b>	<ul style="list-style-type: none"> <li>• Cases and Problems 20%</li> <li>• Research Project and Presentation 20%</li> <li>• Mid-Term Exam 30%</li> <li>• Final Exam 30%</li> </ul>
<b>Activities</b>	<ul style="list-style-type: none"> <li>• Case Assignments are used to provide a greater understanding of the application of business information. These activities support the lectures and allow the students to make decisions and recommendations to improve conditions as well as to show a real-life application of the use of information and data.</li> <li>• Research Project is used to allow the students to find the most current information in business to solve problems and take advantage of opportunities. The students are expected to apply the information discussed in class in addressing problems and opportunities identified in business operations.</li> <li>• Class Presentations is used to assess the students' skills in preparing and making presentations and also allow the student to share the information of their research project with the class members.</li> <li>• Class Discussion is used to immediately demonstrate to students the application and value of business information in decision-making and problem solving.</li> </ul>
<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></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. Instances of academic dishonesty will result in a grade of zero and will be reported to the Dean of the School of Business and Technology.</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> 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> 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 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> 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>	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 in the discussions.

<b>Weekly Schedule</b>	<p>Pre-Assignment for Week 1</p> <ul style="list-style-type: none"> <li>• Review Course Syllabus</li> <li>• Read Chapter 1</li> </ul> <p>Week 1 Topics:</p> <ul style="list-style-type: none"> <li>• Course Introductions, Requirements and Overview</li> <li>• Chapter 1 Managing within the Dynamic Business</li> </ul>
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	<p>Environment</p> <p>Assignment for Week 2:</p> <ul style="list-style-type: none"> <li>• Read Chapters 2 and 3</li> <li>• Submit subject for research project</li> </ul>
Week 2	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Chapter 2 How Economics affect Business</li> <li>• Chapter 3 Competing in Global Markets</li> <li>• Submit Research Subject</li> </ul> <p>Assignment for Week 3:</p> <ul style="list-style-type: none"> <li>• Read Chapters 4, 5, 6</li> <li>• Prepare to discuss case/problem assignment</li> </ul>
Week 3	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Chapter 4 Demonstrating Ethical Behavior and Social Responsibility</li> <li>• Chapter 5 Choosing a Form of Business Ownership</li> <li>• Chapter 6 Entrepreneurship/Starting A Small Business</li> <li>• Case/Problem Assignment</li> </ul> <p>Assignment for Week 4:</p> <ul style="list-style-type: none"> <li>• Read Chapters 7, 8, 9</li> <li>• Prepare to discuss case/problem assignment</li> </ul>
Week 4	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Chapter 7 Leadership, Management and Employee Empowerment</li> <li>• Chapter 8 Adapting Organizations to Today's Markets</li> <li>• Chapter 9 Producing World-Class Products and Services</li> <li>• Case/Problem Assignment</li> </ul> <p>Assignment for Week 5:</p> <ul style="list-style-type: none"> <li>• Prepare for Mid-Term Exam</li> <li>• Read Chapters 10, 11, 12</li> </ul>
Week 5	<ul style="list-style-type: none"> <li>• <b>Mid-Term Examination (Chapters 1 – 9)</b></li> </ul> <p>Topics:</p> <ul style="list-style-type: none"> <li>• Chapter 10 Motivating Employees</li> <li>• Chapter 11 Human Resources Management</li> <li>• Chapter 12 Dealing with Employee-Management Issues and Relationships</li> <li>• Case Assignment</li> </ul> <p>Assignment for Week 6:</p> <ul style="list-style-type: none"> <li>• Read Chapters 13, 14, 15, 16</li> <li>• Submit case/problem assignment</li> </ul>
Week 6	<p>Topics:</p> <ul style="list-style-type: none"> <li>• Chapter 13 Marketing: Building Customer Relationship</li> <li>• Chapter 14 Developing and Pricing Products and Services</li> <li>• Chapter 15 Distributing Products Quickly and</li> </ul>

	<p>Efficiently</p> <ul style="list-style-type: none"> <li>• Chapter 16 Using Effective Promotional Techniques</li> <li>• Case/Problem Assignment</li> </ul> <p>Assignment for Week 7:</p> <ul style="list-style-type: none"> <li>• Read Chapter 17, 18</li> <li>• Submit case/problem assignment</li> </ul> <hr/> <p>Week 7 Topics:</p> <ul style="list-style-type: none"> <li>• Chapter 17 Understanding Financial Information and Accounting</li> <li>• Chapter 18 Financial Management</li> <li>• Case/Problem Assignment</li> </ul> <p>Assignment for Week 8:</p> <ul style="list-style-type: none"> <li>• Read Chapter 19</li> <li>• Prepare student presentation</li> <li>• Research project due next week</li> </ul> <hr/> <p>Week 8 Topics:</p> <ul style="list-style-type: none"> <li>• Chapter 19 Securities Markets</li> <li>• Research Project Due</li> <li>• Student Presentations</li> </ul> <p>Assignment for Week 9:</p> <ul style="list-style-type: none"> <li>• Read Chapter 20</li> <li>• Prepare for final exam</li> </ul> <hr/> <p>Week 9 Topics:</p> <ul style="list-style-type: none"> <li>• Chapter 20 Understanding Money, Financial Institutions and the Federal Reserve</li> <li>• <b>Final Exam</b></li> </ul>
<p><b>Additional Information</b></p>	<p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student.</p> <p>Please notify the instructor as soon as possible regarding absences. It is the student's responsibility to obtain notes and materials for class time missed.</p>