

Course	BUSN 5000 Business Concepts
Term	Fall 2, 2007
Instructor	Name: Dr. Bob Trodella Phone: 949-661-9032 Email: drbobtr@cox.net
Catalog Description	This course is designed to provide a foundation in such general business concepts as economics, finance, accounting, business law, marketing, and other business systems.
Prerequisites	There are no prerequisites for this course.
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. <p>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. The intent of this course is to allow students in the MBA program who do not have a business background to build a knowledge base that will allow them to compete in the MBA program with those students who have undergraduate degrees in business. This will include learning a new vocabulary and learning some of the underlying values, concepts, theories, and analytical methods commonly used in the business world.</p> <ul style="list-style-type: none"> • Business Terminology. MBA students without an undergraduate degree in business are often disadvantaged by their unfamiliarity with the language of business. To help overcome this problem one of the primary objectives of this course will be to ensure that students are familiar with the terms commonly used in the business world and in the MBA program. • Capitalism and Free Enterprise. The basic foundation of business as practiced in the western world is free enterprise capitalism, the economic and political system that best supports business activity. Students will learn the values and the philosophical and practical assumptions that support the working of this system. • The Functional Areas of Business. Students will learn basic concepts, theories, tools and techniques in the functional areas of business: accounting, finance, management, operations and marketing. Specific attention will be paid to the need to consider these areas in an integrated manner. • Ethics. Businesses and those who work in them are constantly faced with ethical questions and dilemmas. This course will introduce a framework for thinking about and deciding ethical issues as well as how to think about the application of ethics in business situations. • The Management Process. Organizations are managed through a well-integrated series of functions. These functions include Goal Setting, Strategy development, Planning, Organizing, Budgeting, Leading, and Controlling. Emphasis will be placed on how these functions are an integrated self-reinforcing system that supports and coordinates the work of the organization. • Leadership and Motivation. Organizations are composed of individuals and groups

	that, collectively, do the work that makes the organization successful. This course will briefly introduce the basic principles of motivation, group behavior, and leadership. The coverage will be brief and be designed to bridge the gap between the beginning of the program and the required Organizational Behavior and Leadership course. - International Business. Business is increasingly conducted in an international framework and the students will be provided with a framework that allows them to understand the role of international issues in the conduct of business.
Materials	Boone & Kurtz, Contemporary Business (12th edition), Thomson Southwestern Publishing, 2007. ISBN: 324-64186-9
Grading	Please see the 2005-2007 graduate catalog p.27 for grade standards. Each assignment will be weighted 100 pts. Content and context (spelling, grammar) will be part of assignment evaluation.
Activities	This will be a Directed Study Course. Students will have written case studies and written project applications to turn in.
Policy Statements: University Policies	<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>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 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>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, 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>
Course Policies	This will be a Directed Study course. Students will be told of attendance requirements and turn in of assignments during the first evening session.
Weekly Schedule	<p>Session #1 - Introductions, Syllabus, Current Business Issues, Chapters 1 & 2, Case studies.</p> <p>Session #2 - Chapters 2 & 3, video cases 2.2, & 3.2, project application 4 end of chapter 3.</p> <p>Session #3 - Chapters 4 & 5, video cases, 4.2 & 5.2, project application 3, end of chapter 4.</p> <p>Session #4 - Chapters 6 & 7, video cases 6.2 & 7.2, project application 3, end of chapter 6.</p> <p>Session #5 - Chapters 8 & 9, video cases, 8.2 & 9.2</p> <p>Session #6 - Chapters 10 & 11, video cases 10.2 & 11.2, project applicaton 5, end of chapter</p>

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Additional Information	

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