

<b>Course</b>	<b>BUSN 5000/63 Business</b>
<b>Term</b>	Fall 1, 2008
<b>Instructor</b>	Name: Stanley Helm, JD, CPA, CIA, CMA Phone: (321) 795-7263 Email: <a href="mailto:profhelm@yahoo.com">profhelm@yahoo.com</a> (include BUSN 5000 in subject)
<b>Catalog Description</b>	This course is designed to provide a foundation such general business concepts as economics, finance, accounting, business law, and other business systems.
<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>	<p>Required Text: <u>Contemporary Business</u> by Boone and Kurtz, 12<sup>th</sup> Edition, ISBN13: 978-0-324-35929-9.</p> <p>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.</p>

<b>Grading</b>	<b>COURSE REQUIREMENTS:</b>	<b>% OF GRADE</b>
	<b>a. Homework</b>	<b>20%</b>
	<b>b. Exam I (Midterm)</b>	<b>35%</b>
	<b>c. Exam II (Final)</b>	<b>35%</b>
	<b>d. Project/Paper</b>	<b>10%</b>
	<b>Total</b>	<b>100%</b>

Taking the numerical score from the formula above and converting it to the appropriate letter grade from the chart determine the student's letter grading for the course.

<b>Letter Grade</b>	<b>Numerical Score</b>
A	96-100% (4.0)
A-	91-95% (3.67)
B+	87-90% (3.33)
B	82-86% (3.0)
B-	78-81% (2.67)
C	70-77% (2.0)
F	69 & below (0)
I	Incomplete (0)
W	Withdraw

<b>Activities</b>	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.
<b>Policy Statements:</b>	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:
<b>University Policies</b>	<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> <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</p>

	<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.</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>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> <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>Course Policies</b></p>	<p><b>Attendance</b> Attendance at all class sessions is expected.  Late weekly write-ups and written case assignments will NOT be accepted unless prior arrangements have been approved by the instructor, but will be given reduced points.  Students are responsible for obtaining notes, schedule changes and other materials covered during their absence.</p>
<p><b>Week 1 Schedule</b></p>	<p><b>PREPARATION FOR CLASS:</b> Read Chapter(s) 1, 2 and 3</p> <p><b>CLASSROOM DISCUSSION TOPICS:</b> Introductions/Syllabus Overview Framework of contemporary Business</p>

	<p>Business ethics &amp; responsibility Economic challenges facing global and domestic business</p>
<b>Week 2 Schedule</b>	<p><b>PREPARATION FOR CLASS:</b> Read Chapter(s) 4, 5 and 6 Homework Problems: TBA</p> <p><b>CLASSROOM DISCUSSION TOPICS:</b> Competing in global markets Options for organizing business Starting your own business</p>
<b>Week 3 Schedule</b>	<p><b>PREPARATION FOR CLASS:</b> Read Chapter(s) 7, 8 and 9 Homework Problems: TBA</p> <p><b>CLASSROOM DISCUSSION TOPICS:</b> E-Business Management, Leadership and internal organization HR management, motivation and labor-management relations</p>
<b>Week 4 Schedule</b>	<p><b>PREPARATION FOR CLASS:</b> Read Chapter(s) 10 and 11. Homework Problems: TBA</p> <p><b>CLASSROOM DISCUSSION TOPICS:</b> Improving performance Production and operations management</p>
<b>Week 5 Schedule</b>	<p><b>PREPARATION FOR CLASS:</b> Homework Problems: TBA</p> <p><b>CLASSROOM DISCUSSION TOPICS:</b> <b>Exam I (Midterm Exam) - Chapter 1 - 11.</b></p>
<b>Week 6 Schedule</b>	<p><b>PREPARATION FOR CLASS:</b> Read Chapter(s) 12, 13 and 14 Homework Problems: TBA</p> <p><b>CLASSROOM DISCUSSION TOPICS:</b> Customer driven marketing Product and distribution strategies Promotion and pricing strategies</p>
<b>Week 7 Schedule</b>	<p><b>PREPARATION FOR CLASS:</b> Read Chapter 15 and 16 Homework Problems: TBA</p> <p><b>CLASSROOM DISCUSSION TOPICS:</b> Using technology to manage information Understanding accounting and financial statements</p>
<b>Week 8 Schedule</b>	<p><b>PREPARATION FOR CLASS:</b> Read Chapters 17 and 18 Homework Problems: TBA</p>

	<b>CLASSROOM DISCUSSION TOPICS:</b> Financial management and institutions Financing and investing through security markets
<b>Week 9 Schedule</b>	Homework Problems: TBA <b>Exam II (Final Exam)</b>

**PURCHASING TEXTBOOKS**--Most textbooks can be purchased through **MBS Direct**. Check the syllabus for textbook information. Give MBS Direct the campus location (for the purpose of ordering books the campus is **Space Coast Campus**, course name, number and section number (i.e. Space Coast Campus, COMP5000/64) and most important, the **title, author, edition, and ISBN** of the book you are ordering. MBS Direct will buy back your book at the end of the term should you elect not to retain it as a reference book. Order by phone or online. Orders should be placed no earlier than 4 weeks prior to the start of the term.

**MBS Direct:** 1-800-325-3252

MBS Direct Website is [www.mbsdirect.net/webster](http://www.mbsdirect.net/webster)  
 Monday-Thursday, 7am-10pm (Central Time)  
 Friday, 7am-6pm (Central Time)  
 Saturday, 8am-5pm (Central Time)  
 Sunday, noon-4pm (Central Time)

In order to meet the course objectives this syllabus may be modified at the discretion of the instructor without approval of the students.

**Original approved by:**

Dr. Calvin D. Fowler, Space Coast Region Academic Dean, June 24, 2008

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