BS 101: Introduction to Business

***DONNELLY COLLEGE***

Term

Lecture:

Room

3 Credit Hours

**INSTRUCTOR INFORMATION:**

Instructor:

Office hours:

E-mail address:

**COURSE DESCRIPTION:**

This introductory survey course in the field of business focuses on the basic principles of the American free enterprise system. The course sets forth and discusses the fundamentals of starting a business, including the forms of business organization such as proprietorships, partnerships, limited liability corporations, as well as the interrelationships between the basic business functional areas - economics, management, accounting, finance and marketing.

**PREREQUISITES:**

Placement into College Level Courses

**REQUIRED TEXTBOOK & SUPPLIES:**

Foundations of Business, 6th Edition by William Pride, Robert Hughes, Jack Kapoor

Format: Paperback or ebook

Publisher: Cengage

Pub. Date: 2019 version

ISBN: 978-1-337-38692-0

The 7 Habits of Highly Effective People by Stephen Covey

Format: paperback, ebook, audiobook

Publisher: Simon & Schuster

ISBN: 9781451639612

A basic calculator

**PHILOSOPHY OF GENERAL EDUCATION:**

Donnelly College has consistently maintained a strong commitment to the liberal arts and sciences as a foundation for a complete education. The faculty strongly believes that the liberal arts and sciences provide the context through which students can engage with the larger questions about students’ place in the world and their pursuit of truth. Therefore, the College’s general education requirements are designed to ensure that liberal arts and sciences graduates develop a breadth of content knowledge and the skills and abilities which will enable them to become educated participants in a diverse global community.

**DONNELLY COLLEGE LEARNING OUTCOMES:**

1. **Communication Skills**: Students will communicate effectively in writing and speaking.
2. **Technology and Information Literacy Skills**: Students will demonstrate proficiency in information literacy skills.
3. **Symbolic Problem Solving**: Students will demonstrate competency in qualitative and quantitative problem solving.
4. **Analytical Thinking**: Students will employ reflective thinking to evaluate diverse ideas in the search for truth.
5. **Personal and Interpersonal Skills**: Students will develop an understanding across cultural differences locally, nationally, and internationally.
6. **Academic Inquiry**: Students will engage independently and effectively in lifelong learning.
7. **Values**: Students will demonstrate moral and ethical behavior in keeping with our Catholic identity.

Note: The Philosophy of General Education can be viewed in its entirety on the college’s website.

**PROGRAM LEARNING OUTCOMES:**

In addition to the general education learning outcomes – communication skills, technology and information literacy skills, symbolic problem solving, analytical thinking, personal and interpersonal skills, academic inquiry, and values – upon successful completion of the Associates of Arts, students should be able to demonstrate:

1. Proficiency and creativity in written and verbal communication.
2. Effective use of current technology in support of academic work.
3. Proficient use of qualitative and quantitative methods in problem solving.
4. Critical and Analytic thinking across a range of disciplines.
5. A commitment to ethics and integrity in academic and professional relationships, within the community and the environment.
6. The ability to conduct research using sources, strategies, and approaches across disciplines.

**STUDENT LEARNING OUTCOMES:**

**Upon completion of the Introductions to Business course, students will have the ability to:**

1. Understand the functions performed by most businesses: Human Resource Management, Marketing, Operations, Finance, Management, and Information and Technology.
2. Identify the types of ethical issues that you might face in business and analyze rationalizations for unethical behavior.
3. Describe the forms of business ownership and specify their advantages and disadvantages.
4. Explain what it takes to start a business.
5. Identify the four interrelated functions of management: planning, organizing, directing, and controlling.
6. Identify the steps a business must take to implement a program of social responsibility.
7. Identify the key management skills of successful managers

|  |  |  |  |
| --- | --- | --- | --- |
| **Donnelly College**  **Learning Outcomes** | **Program Learning Outcomes** | **Student Learning Outcomes** | **Application and Assessment** |
| Students will communicate effectively in writing and speaking. | The student will demonstrate proficiency and creativity in written and verbal communication. (1). |  |  |
| Students will demonstrate proficiency in information literacy skills. | The student will demonstrate effective use of current technology in support of academic work (2). |  |  |
| Students will demonstrate competency in qualitative and quantitative problem solving. | The student will demonstrate proficient use of qualitative and quantitative methods in problem solving (3). |  |  |
| Students will employ reflective thinking to evaluate diverse ideas in the search for truth. | The student will demonstrate Critical and Analytic thinking across a range of disciplines (4). | Students will have the ability to explain what it takes to start a business (PLO 4).  Students will have the ability to identify the key management skills of successful managers (PLO 4).  Students will have the ability to understand the functions performed by most businesses: Human Resource Management, Marketing, Operations, Finance, Management, and Information and Technology (PLO 4).  Students will have the ability to identify the four interrelated functions of management: planning, organizing, directing, and controlling (PLO 4).  Students will have the ability to describe the forms of business ownership and specify their advantages and disadvantages (PLO 4). | Final Exam |
| Students will develop an understanding across cultural differences locally, nationally, and internationally. |  |  |  |
| Students will engage independently and effectively in lifelong learning. | The student will demonstrate the ability to conduct research using sources, strategies, and approaches across disciplines (6). |  |  |
| Students will demonstrate moral and ethical behavior in keeping with our Catholic identity. | The student will demonstrate a commitment to ethics and integrity in academic and professional relationships, within the community and the environment (5). | Students will have the ability to identify the steps a business must take to implement a program of social responsibility (PLO 5).  Students will have the ability to identify the types of ethical issues that you might face in business and analyze rationalizations for unethical behavior (PLO 5). | Students will research a company that experienced an ethics related issue in the last 10 years and discuss the rationalization for the unethical behavior given by the company. |

**TEACHING METHODS:**

The concepts of this course will be taught through a combination of lectures, interactive lectures, flipped classroom methods, Socratic questioning, discussion-based learning, case-based learning, collaborative learning, inquiry-based learning, and/or problem-based learning.

**COURSE REQUIIREMENTS:**

**Grading procedures:**

Exams: The course will cover the 16 chapters in the text. Three (3) chapter exams will be administered during the course, with each exam worth 100 points. Exams will be multiple choice and may include short answer questions.

Final Exam: There will be a **comprehensive** final exam worth 200 points at the end of week 16.

Quizzes: There are 6, 15-point chapter quizzes. Chapter quizzes may contain multiple choice, short answer and/or essay questions.

Homework: Homework is important to the mastery of the course material. Doing the homework is not an optional exercise and it is the student’s responsibility to do all work assigned. There are 6 homework assignments related to the chapter and/or lecture material. Each homework assignment is worth 25 points. Activities that do not require a written response will be evaluated without use of the rubric.

Written Assignments: Four (4) research and application papers are required, worth 25 points each. The papers must use APA formatting. Paper font should be Times new Roman or Arial and 12-point font. Papers should be 1-2 (final paper should be 3-4 pages) pages long, not including citations. Every paper should include a citation/reference page with at least 2 references in addition to the textbook. The final written assignment (Paper #4) will require a PowerPoint and an oral presentation worth 60 points.

The following rubric will be used to evaluate Written assignments.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Rubric** | **Capstone**  **5** | **Milestone**  **4** | **Milestone**  **3** | **Benchmark**  **2** |
| **Context of and purpose for writing**  Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s). | Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work. | Demonstrates adequate consideration of context, audience, and purpose and a clear focus on the assigned task(s) (e.g., the task aligns with audience, purpose, and context). | Demonstrates awareness of context, audience, purpose, and to the assigned tasks(s) (e.g., begins to show awareness of audience's perceptions and assumptions). | Demonstrates minimal attention to context, audience, purpose, and to the assigned tasks(s) (e.g., expectation of instructor or self as audience). |
| **Content Development** | Uses appropriate, relevant, and compelling content to illustrate mastery of the subject, conveying the writer's understanding, and shaping the whole work | Uses appropriate, relevant, and compelling content to explore ideas within the context of the discipline and shape the whole work. | Uses appropriate and relevant content to develop and explore ideas through most of the work. | Uses appropriate and relevant content to develop simple ideas in some parts of the work. |
| **Genre and Disciplinary conventions**  Formal and informal rules inherent in the expectations for writing in particular forms and/or academic fields (see glossary) | Demonstrates detailed attention to and successful execution of a wide range of conventions particular to a specific discipline and/or writing task (s) including organization, content, presentation, formatting, and stylistic choices | Demonstrates consistent use of important conventions particular to a specific discipline and/or writing task(s), including organization, content, presentation, and stylistic choices | Follows expectations appropriate to a specific discipline and/or writing task(s) for basic organization, content, and presentation | Attempts to use a consistent system for basic organization and presentation. |
| **Sources and Evidence** | Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre of the writing | Demonstrates consistent use of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing. | Demonstrates an attempt to use credible and/or relevant sources to support ideas that are appropriate for the discipline and genre of the writing. | Demonstrates an attempt to use sources to support ideas in the writing. |
| **Control of Syntax and Mechanics** | Uses graceful language that skillfully communicates meaning to readers with clarity and fluency and is virtually error-free. | Uses straightforward language that generally conveys meaning to readers. The language in the portfolio has few errors. | Uses language that generally conveys meaning to readers with clarity, although writing may include some errors. | Uses language that sometimes impedes meaning because of errors in usage. |

Grading Recap and Scale:

Examinations: 3 @ 100 points per exam 300

Final Exam: 200

Homework: 6 @ 25 points per assignment 150

Quizzes: 6 @ 15 points each 90

Written Assignments: 4 @ 25 points each 100

Presentation & Final Paper 60

Attendance, Class Participation 100

**Maximum available points 1000**

The grading scale for the course will be as follows:

A=90-100% 900 - 1000 points

B=80-89% 800 - 899 points

C=70-79% 700 - 799 points

D=60-69% 600 – 699 points

A cumulative score below 60% is not passing and will result in an F for the course.

**ACADEMIC INTEGRITY:** “…Academic integrity is to be maintained at all times to insure genuine educational growth. Cheating and plagiarism in all forms, therefore, will be subject to disciplinary action. Serious infractions will be reviewed by an ad hoc committee, appointed by the appropriate dean. Appropriate sanctions will be imposed.”

**PLAGIARISM:** Plagiarism-the appropriation or imitation of the language or ideas of another person and presenting them as one’s original work-sometimes occurs through carelessness or ignorance. Students who are uncertain about proper documentation of sources should consult their instructors.

**ACCOMMODATIONS:** In compliance with the Americans with Disabilities Act, Donnelly College will make every attempt to provide equal access for persons with disabilities. Students in need of accommodations must request them in writing from the Vice President of Academic Affairs.

**CIVILITY & DECORUM:** As noted in its Code of Conduct, Donnelly College is committed to maintaining an overall atmosphere of civility and respect. Civility and decorum both inside and outside the classroom are fundamental foundations of the values at Donnelly College. Classroom discussions and interactions outside the classroom will at all times be focused on the learning process and should always be respectful of both students and faculty. In open discussions of ideas and issues, disagreements should focus on ideas and facts. Name calling and assaults (either in person or on-line) will not be tolerated. Should any problems occur, the instructor should be notified immediately. Those who do not comply with civility and decorum requirements may be subject to a grade reduction and/or other sanctions up to and including dismissal from Donnelly College.

**ATTENDANCE POLICY:**

Attendance: As with reading the text and doing the homework, attendance is not an optional exercise. The student is expected to attend class and participate in his/her own education. **Lack of attendance or poor attendance will be considered in arriving at the final grade. This course has 16 scheduled weeks. Any student with more than three (3) absences may have his/her grade reduced by one letter grade. If a student is absent for two consecutive weeks, they are to be administratively withdrawn from their course within a week of the last absence.**

**EMPOWER: Attendance, mid-term and Final grades will all be recorded in the Empower system. Students should go to Empower for official information about attendance and grades.**

**ACCOMODATION OF RELIGIOUS OBSERVANCES:**

Donnelly College strongly supports the diversity of the beliefs and religions represented by our student body. The College will provide reasonable flexibility when religious observances occasionally conflict with academic obligations such as class attendance, activities, assignments, examinations and other course requirements. Students must inform instructors of such conflicts in advance and in a timely manner. Students remain responsible for all class work and other academic obligations missed as a result of their absence.

**WITHDRAWAL FROM COURSES OR FROM SCHOOL:** It is the responsibility of the student to withdraw from class. If a student decides to withdraw from a class, ideally, they should see an advisor and the financial aid staff before taking the withdrawal form to the Registrar's office for processing.  However, any verifiable contact (e-mail, fax, phone, mail, etc.) with authorized college personnel expressing the student's intent to withdraw from a class will be honored.

If students withdraw before they have earned their financial aid, they will owe Donnelly College a debt for the unearned portion of the financial aid as well as for any unpaid balances (subject to the College's refund policy). Not attending class is not a withdrawal from class.

**Donnelly College reserves the right to withdraw a student from class(es) if the student does not meet their financial obligations, including two missing or incomplete payments, or loss of financial aid.** Faculty may initiate an administrative withdrawal on the basis of non-attendance. In extreme circumstances (i.e. a disciplinary problem), the Vice President of Academic Affairs may initiate an administrative withdrawal. The student remains responsible for the tuition owed in this instance.

The deadlines for withdrawing from classes are as follows:

|  |  |
| --- | --- |
| 14 to 16 weeks | 3 weeks before the end of the class |
| 6 to 8 weeks | 7 weekdays before the end of class |
| 4 to 5 weeks | 4 weekdays before the end of class |
| Less than 4 weeks | Withdrawals are not allowed |

Withdrawal deadline dates will be published in the academic calendar.

|  |  |  |
| --- | --- | --- |
| **Week** | **Class session** | **Reading, Prep, and Assignments** |
| **Week 1** | Introduction, Syllabus  & Exploring the world of business & economics | Read chapter 1 in Foundations  Read in 7 Habits |
| **Week 2** | 7 Habits: Sharpen the Saw  Ethics and Social Responsibility in Business | Read chapter 2 in Foundations  Read in 7 Habits  Homework 1: Research and be prepared to present 3-5 facts on the Business Roundtable |
| **Week 3** | Global Business | Read chapter 3 in Foundations  Read in 7 Habits  Quiz 1 (chapters 1-3) |
| **Week 4** | 7 Habits: Be proactive  Choosing a Form of Business Ownership | Read chapter 4 in Foundations  Read in 7 Habits  Paper 1 due  **Exam 1 (chapters 1-3)** |
| **Week 5** | Small Business, Entrepreneurship and Franchises | Read chapter 5 in Foundations  Read in 7 Habits  Homework 2: Think about what business you might want to start, how would you set it up, what product or service you would sell, how would you generate top line revenue? Be prepared to present a 2-3 minute brief to the class.  Quiz 2 (chapters 4-5) |
| **Week 6** | 7 Habits: Begin with the end in mind  Understanding the Management Process | Read chapter 6 in Foundations  Read in 7 Habits  Paper 2 due |
| **Week 7** | Creating a Flexible Organization | Read chapter 7 in Foundations  Read in 7 Habits  Homework 3  Quiz 3 (chapters 6-7) |
| **Week 8** | 7 Habits: Put first things first  Producing Quality Goods and Services | Read chapter 8 in Foundations  Read in 7 Habits  **Exam 2 (chapters 4-8)** |
| **Week 9** | Attracting and Retaining the Best Employees | Read chapter 9 in Foundations  Read in 7 Habits  Homework 4 |
| **Week 10** | 7 Habits: Think win-win  Motivating and Satisfying Employees and Teams | Read chapter 10 in Foundations  Read in 7 Habits  Quiz 4 (chapters 9-10) |
| **Week 11** | Building Customer Relationships through Effective Marketing | Read chapter 11 in Foundations  Read in 7 Habits |
| **Week 12** | 7 Habits: Seek first to understand, then to be understood  Creating and Pricing products that Satisfy Customers | Read chapter 12 in Foundations  Read in 7 Habits  Paper 3 due  **Exam 3 (chapters 9-12)** |
| **Week 13** | Distributing and Promoting Products | Read chapter 13 in Foundations  Read in 7 Habits  Homework 5  Quiz 5 (chapter 13) |
| **Week 14** | 7 Habits: Synergize  Exploring Social Media and e-business | Read chapter 14 in Foundations  Read in 7 Habits  Homework 6 |
| **Week 15** | Using Management and Accounting Information | Read chapter 15 in Foundations  Read in 7 Habits  Quiz 6 (chapters 14-15) |
| **Week 16** | Mastering Financial Management | Read chapter 16 in Foundations  Read in 7 Habits  Paper 4/final project due  **Final Exam (comprehensive)** |

**NOTES**

Final Paper and Presentation

Local Fortune 1000 Research Paper

Assignment instructions: Research a local (Kansas or Missouri based) Fortune 1000 (the largest 1,000 American companies ranked by revenues, compiled by Fortune magazine) company.

* Introduce the company and discuss their history.
* Discuss their current form of ownership and their form of ownership when they were founded.
* Examine the mission and vision of the company and how that manifests in their daily operations.
* Introduce the leaders of the company, to include the CEO and 2 of the following (the heads of Human Resources, Marketing, Operations, Finance and/or IT).
* Discuss a recent ethical issue (in the last 5 years) related to the company. Discuss how it was handled and how it could have been avoided.

Write between 750-1000 words (approximately 3-4 pages) using Microsoft Word in APA style. Use font Times New Roman or Arial, size 12 and 1” margins.

Include a cover page and reference page with a minimum of 2 references in addition to your textbook.

Use PowerPoint to prepare a 5-7-minute presentation about your local Fortune 1000 company.

You must use one of the following Kansas or Missouri based companies for your research paper:

|  |  |  |
| --- | --- | --- |
| Great Plains Energy | YRC Worldwide | Westar Energy |
| Euronet Worldwide | Ferrellgas Partners | Spirit AeroSystems |
| Seaboard | Cerner | O’Reilly |
| Monsanto | Express Scripts | Centene |
| Emerson | Reinsurance Group of America | DST Systems |
| Edgewell Personal Care | Belden | KC Southern |
| Caleres | Stifel Financial | H&R Block |
| Leggett & Platt | Post Holdings | Peabody Energy |
| Amereb | Olin | Edward Jones |
| Graybar Electric | ArchCoal |  |