

Introduction to Business--BU110 (D/C)
MWR 12:12 – 1:02 via ITV Fayette

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Semester: Spring 2019

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CMU Mission: Central Methodist University prepares students to make a difference in the world by emphasizing academic and professional excellence, ethical leadership, and social responsibility.

Text: Business Essentials, 6th edition, Ronald J. Ebert and Ricky W. Griffin. Prentice Hall Publishing

Course Description: This is an introductory survey course to acquaint students with the major forms of business organizations and to explore the major functional areas of business; accounting, finance, marketing and management within the context of the modern global, political, social and economic environment. Open to freshmen and sophomores or with permission of either instructor or division chair.

Learner Outcomes: Students in this course will

- ...discover new content information in accounting, economics, management, marketing, information systems, and finance (Gen Ed 3).
- ...analyze trends occurring in today’s business world compared to historic occurrences in business (Gen Ed 4).
- ...find issues in U.S. business and articulate in an article reflection and in classroom discussion their opinions of those issues and how they relate to classroom information (Gen Ed 1, 3, 4).
- ...discover differences between the U.S. economy and American businesses and those of other countries throughout the world (Gen Ed 4).
- ...complete a *Fortune 500* research paper using APA format and be able to discuss it professionally in class. (Gen Ed 1).

Division of Study and Semester Points Possible: The instructor reserves the right to alter the following during the course of the semester in order to meet the learning needs of the class.

Division of Study

Exam #1: Chapters 1-4 Exam #3: Chapters 8,10,11,12
Exam #2: Chapters 5,6,7,9 Exam #4: Chapters 13-16

<u>Division of Points</u>	<u>Point total</u>
4 Exams (4 @ 100 pts each)	400
Article Reviews (4 @ 25 pts each)	100
Assorted in-class assignments	75
Fortune 500 Company Paper	75

<u>Test Dates</u>	
Test 1 (Chapters 1-4)	February 5
Test 2 (Chapters 5-7,9)	March 1
Test 3 (Chapters 8, 10-12)	April 5
Test 4 (Chapters 13-16)	By May 6
<u>Article Review Due Dates</u>	
Article reviews are due on the class dates before tests.	

Exams—Four regular exams will take place at the end Chapters 4, 9, 12, and 16.

In-Class Activities—These activities will be assigned periodically throughout the semester.

Article Reviews—Four times throughout the semester students will complete an article review over a current business topic or event. Specific instructions for the review are provided on an additional handout.

Fortune 500 Research Assignment—Students will complete a company research assignment. Specific instructions for the assignment and a rubric will be provided.

Attendance Policy: I will follow the attendance policy at your individual school. I believe that good attendance is necessary to achieve success in this course. If you miss a class, please watch the recording. **Your viewer user name is hackman5 and the password is 46686.**

Academic Conduct: All college and department policies on academic conduct will be strictly enforced. In this course, students will receive a zero on any assignment that violates the Academic Honesty policy. If the violation is extreme or if the student commits a second violation, the instructor may assign an F for the course. All cases will be reported to the Academic Dean and to the Chair of the Division of Business and Economics.

ADA Statement: Please refer to the “students with disabilities policy” in the University Catalog. It is **your** responsibility to make arrangements with the Learning and Teaching Center and your instructor for special accommodations. <http://www.centralmethodist.edu/academics/catalog/clas-catalog/policies/index.php>

Grievance Policy: Central Methodist University has established a grievance policy and process designed to provide students and others with a process to resolve potential issues. This policy and process is established to provide persons with an avenue to file a written concern and to establish a process to track and implement change as a result of said concern. For more detailed information, consult the catalog at :

<http://www.centralmethodist.edu/academics/catalog/clas-catalog/policies/index.php>.

If an issue cannot be solved through consultation with the faculty or division chair, students can report an incident/issue within 30 days of the event via the online web form

Final Thoughts: This syllabus is subject to change if it is in the best interest of the class and the students in the class.

Article Review Instructions

25 points each

Each student will find 1 current article that directly relates to business today. After reading the article, you will provide a written analysis of why you believe that this particular issue is significant within the business industry today.

Each article must be from a reliable source, (newspapers, magazines or the internet) and the article that you select must have at least 200 words of text. The articles must be concerned with current issues in business today. If you are not sure of an article’s applicability, please think through using it; perhaps choose another one that you are sure fits what is required.

Begin your review with an APA citation of the article

Use the APA Style link under library resources on the CMU webpage or another APA source to correctly cite your article.

https://www.centralmethodist.edu/academics/library/_docs/classroom-resources/apastyleguide2010.pdf#search=APA%20style%20guide

The discussion of the article must contain:

- An overview of the article
- An identification of the issues or ideas faced within this article
- A conclusion in which you give an opinion regarding the article’s topic

The article analysis should be in 11 or 12 point Times New Roman font and at least 2 pages typed. Be prepared to discuss the article in class.

Citation3 points
Overview7 points
Issues5 points
Opinion.....5 points
Grammar/Format/Etc.....5 points

**Fortune 500 Company Paper
Research Paper: 75 Points**

Description:

Select, with the instructor's approval, a Fortune 500 company that you would be interested in researching. Your choice must be approved as only one person may research one particular company. Be sure to use a company, for which you will be able to gather adequate information. You may want to check for information before you choose a specific company to research. You will need to address the following objectives.

1. Introduce the company and trace the company's beginnings.
2. Include a complete description of the product/services this company has based its appeal upon.
3. Competitors: Who is their competition? Fully discuss
4. Explain their strategy, their mission statement, company philosophy, culture and ethical standards.
5. Explain how they achieved their current status; (how they expanded).
6. How have they handled today's global business environment? (How did they "go" global? If they did not—explain why not.)
7. Include a description of their target market
8. Provide an overview of both their successes and failures—what mistakes did they make, how do you believe they could have been avoided?
9. Determine a current financial status report, the company's financial situation, stock information, etc.
10. Create a future forecast for the company.
11. Be sure to explain what that "image" is, how it was created, and how it has been maintained.
12. Conclusion, provide a summary of the report

This report should be typed, spell-checked, proofread and in 12-font with standard margins. Be sure to use an APA-style cover page and reference page. **You will need to cite all sources!** This is a college research paper and these elements are considered basic criteria. **If you do not have citations, I will NOT grade the paper. You will earn a zero and the criteria below will not be used.**

Evaluation Criteria: 75 Points

Introduction: clearly introduced the topic	5
Written content/research, (items 2-11)	50
Conclusion	5
Presentation, APA format, neatness, grammar, punctuation	<u>15</u>
Total points possible	75

January 7 Welcome; Syllabus;	January 9 Chapter 1	January 10 Chapter 1
January 14 Chapter 1	January 16 Chapter 2	January 17 Chapter 2
January 21 No Class—Martin Luther King Day	January 23 Chapter 3	January 24 Chapter 3
January 28 Chapter 3-4	January 30 Chapter 4	January 31 Chapter 4
February 4 Article Review Discussion & Test Review	February 6 Chapter 5	February 7 Chapter 5
February 11 PRESIDENTS' DAY NO CLASS	February 13 Chapter 6	February 14 Chapter 6
February 18 Chapter 7	February 20 Chapter 7	February 21 Chapter 9
February 25 Chapter 9	February 27 Article Review Discussion & In-Class Activities	February 28 Test Review
March 4 Video	March 6 Video	March 7 Chapter 8
March 11 Chapter 8	March 13 Chapter 10	March 14 Chapter 10
March 18 Paper Information & Instructions	March 20 Chapter 11	March 21 Chapter 11
March 25 -----	March 27 -----CMU SPRING BREAK-----	March 28 -----
April 1 Chapter 12	April 3 Chapter 12	April 4 Article Review Discussion & Test Review
April 8 Fortune 500 Papers Due Discuss Papers/Companies	April 10 Discuss Papers/Companies	April 11 Chapter 13
April 15 Chapter 13	April 17 Chapter 14	April 18 Chapter 14
April 22 Chapter 15	April 24 Chapter 15	April 25 Chapter 16
April 29 Chapter 16	May 1 Article Review Discussion & In-Class Activities	May 2 Catch up & Test Review