Business BUSN-5000

SU 2021  Section 36  3 Credits  05/31/2021 to 07/30/2021  Modified 04/29/2021

Meeting Times

Lecture & Group Activities
5:30 to 9:30 Mountain Daylight Time
https://webster-edu.zoom.us/j/97042196209?pwd=OU9MK0dQRlNVaGVvZTowbStTbFVMUT09

We will use the same meeting link every week for the 9 classes.

THE PASSWORD FOR THIS COURSE TO GAIN ENTRY IS: BUSN5000

The Zoom class will open 30 minutes early and close 30 minutes late

Contact Information

Text and Cell: 719-650-5898
Email: binningt@webster.edu

Instructor: Tom Binnings
Email: binningt@webster.edu
Office: Arranged via email or phone
Phone: 719-471-0000 C: 719-650-5898

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.

Requisites

None

Outcomes

- 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 of 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 organizations.
- To become familiar with the basic business functions and how they properly work together in an integrated way to improve organizational performance.
- 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.

Required Textbook

Please Select a Textbook

Deliverables

2 Written Case Studies
7 Small group in Class exercises
Mid-Term and Final Exam or Summary Business Plan in lieu of Final Exam

✔ Evaluation

Grades for this course are based on a straight grade percentage. No curves will be used. The grade point structure for letter grades is as follows. Students earning the following points will be awarded the appropriate letter grade, or a letter grade with + or - emphasis:

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>94 - 100</td>
<td>A</td>
</tr>
<tr>
<td>90 - 93.99</td>
<td>A -</td>
</tr>
<tr>
<td>87 - 89.99</td>
<td>B +</td>
</tr>
<tr>
<td>83 - 86.99</td>
<td>B</td>
</tr>
<tr>
<td>80 - 82.99</td>
<td>B -</td>
</tr>
<tr>
<td>70 - 79.99</td>
<td>C</td>
</tr>
<tr>
<td>Below 70</td>
<td>F</td>
</tr>
<tr>
<td>Incomplete</td>
<td>I</td>
</tr>
</tbody>
</table>

General Grading Criteria

- Relate all written assignments to course material and following assignment requirements.
- Your writing should demonstrate critical thinking insight about the issues with a clear and precise understanding and use of concepts, comments and examples. A business writing style should be utilized (sub-titles, accent key words, use of tables and graphics, as appropriate, bullet points as appropriate, and shorter sentences and paragraphs). Include citations using APA format.

Late Work: Students who miss a class must still turn their assignment in via Worldclass by the start of class. Failure to do so will result in the assignment marked late. Late assignments will be penalized one letter grade in fairness to students who meet the stated schedules (e.g., from an A to a B+). After one week, late assignments will not be accepted and the resulting grade for the assignment will be a zero.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Class participation</td>
<td>10%</td>
</tr>
<tr>
<td>Cases &amp; Exercises</td>
<td>35%</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>25%</td>
</tr>
<tr>
<td>Final Exam or Summary Business Plan</td>
<td>30%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Class Participation

- Positive participation is defined as:
- Attendance
- Working with team to evaluate case points
Actively participating in small group discussions

Schedule

Professor will be teaching all classes via Zoom. Powerpoint presentations and additional readings will be sent 1 week prior to classes. Students are expected to be prepared for class. There may be quizzes, exercises, and case responses due either in class or as assigned homework. Combined these count for 30% of course grade.

Week 1: Economics, Ethics & the Law (Readings Chapters 1, 2, and Appendix E)

Week 2: From Small to Global Business (Chapters 3 and 5)

Week 3: Management Roles and Process (Chapters 6 and 7)

Week 4: Decision Support Systems - Information (Chapter 14 and 15 - thru 15-3e)

Week 5: Building a Business Plan Mid-term Exam

Note at the end of each Part there is a page on Business Plan Contents

Week 6: Marketing & Consumer Behavior (Chapters 11 - 13)

Week 7: Business Finance (Chapters 15 15-4 to end, 16 and Appendix E)

Week 8: Employees and HR Management (Chapters 9 and 10)

Week 9: Business Plan Presentations or Final Exam

Course Policies

NO REQUIRED TEXT, but we will be referencing an e-text from Cencage which is available through your Cencage subscription if you have one or can be purchased through Cencage as an e-text.

Pride, Hughes, Kapoor, Foundations of Business 6e

Written Assignments

- All individual papers must be submitted via Worldclass or attached to Worldclass discussion board for teams

In-Class Cases and Exercises

There will be a case or exercise in some classes. Students must come to class having analyzed the case and be prepared to discuss the case in class. There will also be some cases and exercises written up during class time either individually or in groups. STUDENTS MISSING CLASS MUST MAKE UP THE MISSED CLASS ASSIGNMENT FOR CREDIT.

Mid-Term & Final Exams

Will be multiple choice and short answer/essay. STUDENTS CHOOSE TO WRITE A SUMMARY BUSINESS PLAN INSTEAD OF TAKING THE FINAL EXAM

Institutional Policies

Academic Policies

Academic policies provide students with important rights and responsibilities. Students are expected to familiarize themselves with all academic policies that apply to them. Academic policies for undergraduate students can be found in the Undergraduate Studies Catalog; graduate students should review the Graduate Studies Catalog.

Undergraduate Studies Catalog
The Undergraduate Studies Catalog contains academic policies that apply to all undergraduate students. The academic policies and information section of the catalog contains important information related to attendance, conduct, academic honesty, grades, and more. If you are an undergraduate student, please review the catalog each academic year. The current Undergraduate Studies Catalog is at:

http://www.webster.edu/catalog/current/undergraduate-catalog/

Graduate Studies Catalog

The Graduate Studies Catalog contains academic policies that apply to all graduate students. The academic policies section of the catalog contains important information related to conduct, academic honesty, grades, and more. If you are a graduate student, please review the catalog each academic year. The current Graduate Studies Catalog is at:

http://www.webster.edu/catalog/current/graduate-catalog/

Grading

The Grades section of the academic catalog outlines the various grading systems courses may use, including the information about the final grade reported for this class.

Undergraduate

http://www.webster.edu/catalog/current/undergraduate-catalog/academic-policies.html#grading

Graduate

http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html#grades

Incomplete

There are important policies that govern grades of Incomplete (I), including the circumstances under which Incomplete grades are granted, deadlines for completion, and consequences should the remaining course work not be completed. It is the responsibility of a student who requests an Incomplete to ensure that he/she understands and follows the policies.

Grade Appeals

Instructors are responsible for assigning grades, and student should discuss grade issues with the instructor. Policies and procedures for appealing grades are available in the appropriate catalog.

Academic Honesty Policy

Webster University is committed to academic excellence. As part of our Statement of Ethics, we strive to preserve academic honor and integrity by repudiating all forms of academic and intellectual dishonesty, including cheating, plagiarism and all other forms of academic dishonesty. Academic dishonesty is unacceptable and is subject to a disciplinary response. Students are encouraged to talk to instructors about any questions they may have regarding how to properly credit others’ work, including paraphrasing, quoting, and citation formatting. The university reserves the right to utilize electronic databases, such as Turnitin.com, to assist faculty and students with their academic work.

The University’s Academic Honesty Policy is published in academic catalogs:

Undergraduate

http://www.webster.edu/catalog/current/undergraduate-catalog/academic-policies.html

Graduate

http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html

As a part of the University commitment to academic excellence, the Academic Resource Center provides student resources to become better acquainted with academic honesty and the tools to prevent plagiarism in its many forms:

http://www.webster.edu/arc/plagiarism_prevention/

Statement of Ethics

Webster University strives to be a center of academic excellence. The University makes every effort to ensure the following:

- The opportunity for students to learn and inquire freely
- The protection of intellectual freedom and the rights of professors to teach
- The advancement of knowledge through scholarly pursuits and relevant dialogue
To review Webster University's statement of ethics, see the Undergraduate Studies Catalog and the Graduate and Studies Catalog:

**Undergraduate**
http://www.webster.edu/catalog/current/undergraduate-catalog/overview.html#ethics

**Graduate**
http://www.webster.edu/catalog/current/graduate-catalog/ethics.html

**Contact Hours for this Course**

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, the content must be covered at another time.

**Important Academic Resources**

**Academic Accommodations**

Webster University makes every effort to accommodate individuals with academic/learning, health, physical and psychological disabilities. To obtain accommodations, students must identify themselves and provide documentation from a qualified professional or agency to the appropriate campus designee or the Academic ADA Coordinator at the main campus. The Academic ADA Coordinator may be reached at 314-246-7700 or disability@webster.edu.

If you have already identified as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor of the accommodations you will require for this class at the beginning of the course.

**Academic Resource Center**

Additional support and resources may be accessed through the Academic Resource Center (ARC). Support and resources include academic counseling, accommodations, assistive technology, peer tutoring, plagiarism prevention, testing center services, and writing coaching. Visit www.webster.edu/arc or Loretto Hall 40 on the main campus for more information.

**Student Success Portal**

Webster University's Student Success Portal, powered by Starfish, is a communications tool to connect students with faculty members and campus support services. It allows faculty and staff members to communicate with you regarding academic achievements as well as areas where support may be helpful. You may use the portal to contact faculty and staff members for assistance and to arrange meetings. Activity in the portal will be communicated to your Webster University email account. The Student Success Portal is available via your course home page in WorldClassRoom or via Connections. Learn more about the Student Success Portal at http://www.webster.edu/success/students.html.

**University Library**

Webster University Library is dedicated to supporting the research needs and intellectual pursuits of students throughout the University's worldwide network. Resources include print and electronic books, journal articles, online databases, DVDs and streaming video, CDs and streaming music, datasets, and other specialized information. Services include providing materials at no cost and research help for basic questions to in-depth exploration of resources. The gateway to all of these resources and services is http://library.webster.edu. For support navigating the library's resources, see http://libanswers.webster.edu/ for the many ways to contact library staff.

**Drops and Withdrawals**

Drop and withdrawal policies dictate processes for students who wish to unenroll from a course. Students must take proactive steps to unenroll; informing the instructor is not sufficient, nor is failing to attend. In the early days of the term or semester, students may DROP a course with no notation on their student record. After the DROP deadline, students may WITHDRAW from a course; in the case of a WITHDRAW, a grade of W appears on the student record. After the WITHDRAW deadline, students may not unenroll from a course. Policies and a calendar of deadlines for DROP and WITHDRAW are at:

**Undergraduate**
http://www.webster.edu/catalog/current/undergraduate-catalog/enrollment.html

**Graduate**
http://www.webster.edu/catalog/current/graduate-catalog/enrollment.html
Academic Calendar - [http://www.webster.edu/academics/academic-calendar/](http://www.webster.edu/academics/academic-calendar/)

Current tuition rates, policies, and procedures, including details of pro-rated tuition refunds, are available in the "Tuition, Fees, and Refunds" section of Webster's Academic Catalogs:

Undergraduate

Graduate
[http://www.webster.edu/catalog/current/graduate-catalog/tuition.html](http://www.webster.edu/catalog/current/graduate-catalog/tuition.html)

Student Handbook and Other Important Policies

Student handbook and other non-academic policies may apply to you and may impact your experience in this class. Such policies include the student code of conduct, privacy, technology and communications, and more. Please review the handbook each year and be aware of policies that apply to you. The handbook is available at:


Sexual Assault, Harassment, and Other Sexual Offenses

Webster University makes every effort to educate the community to prevent sexual assault, harassment, and other sexual offenses from occurring, and is committed to providing support to those affected when this behavior does occur. To access information and resources or to review the Policy on Sexual Assault, Harassment, and Other Sexual Offenses, visit:

[http://www.webster.edu/sexual-misconduct/](http://www.webster.edu/sexual-misconduct/)

Research on Human Subjects

The Webster University Institutional Review Committee (IRB) is responsible for the review of all research on human subjects. The IRB process applies to all Webster University faculty, staff, and students and must be completed prior to any contact with human subjects. For more information on the IRB, visit:

[http://www.webster.edu/irb/index.html](http://www.webster.edu/irb/index.html)

Course Evaluations

At the end of this course, you will have the opportunity to provide feedback about your experience. Your input is extremely valuable to the university, your instructor, and the department that offers this course. Please provide your honest and thoughtful evaluation, as it helps the university to provide the best experience possible for all of its students.

Important Technology Information

**Connections Accounts**

Webster University provides all students, faculty, and staff with a University email account through Connections. Students are expected to activate their Connections account and regularly check incoming University email. Students may choose to have their University email forwarded to an alternate email address. Connections account holders can call the Help Desk (314-246-5995 or toll free at 1-866-435-7270) for assistance with this setup. Instructions are also provided on the Information Technology website at:

[http://www.webster.edu/technology/service-desk/](http://www.webster.edu/technology/service-desk/)

**WorldClassRoom**

WorldClassRoom is Webster's Learning Content Management System (LMS). Your instructor may use WorldClassRoom to deliver important information, to hold class activities, to communicate grades and feedback, and more. WorldClassRoom is available using your Connections ID at:

[https://worldclassroom.webster.edu/](https://worldclassroom.webster.edu/)

**Webster Alerts**

Webster Alerts is the University's preferred emergency mass notification service, available free to current students, faculty and staff at all US campuses. By registering a valid cell phone number and email address, you will receive urgent campus text, voice mail and email communications. Valuable information concerning a range of incidents affecting you - from weather-related campus closures, class
delays and cancellations, to more serious or life-threatening events - are immediately and simultaneously delivered through multiple communication channels. To register for Webster Alerts, visit:

http://www.webster.edu/technology/services/webster-alerts/