Business

BUSN-5000

S2 2021  Section 68  3 Credits  03/15/2021 to 05/14/2021  Modified 02/07/2021

Meeting Times

Class Meeting Time
Tuesday, 5:30 PM to 9:30 PM, Orlando Metro Campus (Zoom)

First class meeting: March 16th

Contact Information

Dr. Verna Omanwa
Phone: 863-221-4235
Email: vernaomanwa44@webster.edu

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

(On ground) Business Essentials
Author: Ebert
### Deliverables

#### Evaluation

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Homework or case assignment 6 @ 30 points</td>
<td>180</td>
</tr>
<tr>
<td>All assignments should be formatted in APA</td>
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<tr>
<td>Team project and presentations</td>
<td>150</td>
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<tr>
<td>All assignments should be formatted in APA</td>
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<tr>
<td>Class attendance and participation</td>
<td>90</td>
</tr>
<tr>
<td>Total points</td>
<td>420</td>
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</tbody>
</table>

### Schedule

<table>
<thead>
<tr>
<th>When</th>
<th>Topic</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Period 1</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar 16th</td>
<td>Chapter 1 and 2</td>
<td>Reading the following chapters</td>
</tr>
<tr>
<td>03/16/2021</td>
<td></td>
<td>Chapter 1: The U.S. Business Environment</td>
</tr>
<tr>
<td>03/16/2021</td>
<td></td>
<td>Chapter 2: Understanding Business Ethics and Social Responsibility</td>
</tr>
<tr>
<td>5:30 PM - 9:30 PM</td>
<td></td>
<td>Downtown Orlando Campus (zoom)</td>
</tr>
<tr>
<td><strong>Period 2</strong></td>
<td>Chapter 3 and 4</td>
<td>Read the following chapters:</td>
</tr>
<tr>
<td>Mar 23rd</td>
<td></td>
<td>Chapter 3: Entrepreneurship, New Ventures, and Business Ownership</td>
</tr>
<tr>
<td>03/23/2021</td>
<td></td>
<td>Chapter 4: Understanding the Global Context of Business</td>
</tr>
<tr>
<td>03/23/2021</td>
<td></td>
<td>Homework or case assignment will be given out of class</td>
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<tr>
<td>5:30 PM - 9:30 PM</td>
<td></td>
<td>Downtown Orlando Campus (zoom)</td>
</tr>
<tr>
<td><strong>Period 3</strong></td>
<td>Chapter 5 and 6</td>
<td>Read the following chapters:</td>
</tr>
<tr>
<td>Mar 30th</td>
<td></td>
<td>Chapter 5: Managing the Business</td>
</tr>
<tr>
<td>03/30/2021</td>
<td></td>
<td>Chapter 6: Organizing the Business</td>
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<tr>
<td>03/30/2021</td>
<td></td>
<td>Homework or case assignments will be given out in class</td>
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<tr>
<td>5:30 PM - 9:30 PM</td>
<td></td>
<td>Downtown Orlando Campus (zoom)</td>
</tr>
<tr>
<td>When</td>
<td>Topic</td>
<td>Notes</td>
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<tr>
<td>Period 4</td>
<td>Chapter 7</td>
<td>Read the following chapters:</td>
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<tr>
<td>Apr 6th</td>
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<td>Chapter 7: Operations Management and Quality for Producing Goods and</td>
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<td></td>
<td></td>
<td>Services</td>
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<tr>
<td></td>
<td></td>
<td>Homework or case assignments will be given out in class</td>
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<tr>
<td>Apr 13th</td>
<td>Chapter 8 and 9</td>
<td>Read the following chapters:</td>
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<tr>
<td></td>
<td></td>
<td>Chapter 8: Employee Behavior and Motivation</td>
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<td>Chapter 9: Leadership and Decision Making</td>
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<td></td>
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<td>Homework and additional assignments will be given out in class</td>
</tr>
<tr>
<td>Apr 20th</td>
<td>Chapter 10</td>
<td>Read the following chapters:</td>
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<tr>
<td></td>
<td></td>
<td>Chapter 10: Human Resources Management and Labor Relations</td>
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<td></td>
<td></td>
<td>Homework or case assignments will be given out in class</td>
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<tr>
<td>Apr 27th</td>
<td>Chapter 11</td>
<td>Read the following chapter:</td>
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<tr>
<td></td>
<td></td>
<td>Chapter 11: Marketing Processes and Consumer Behavior</td>
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<td></td>
<td></td>
<td>Depending on the number of students, we may start class presentations</td>
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<tr>
<td></td>
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<td>Homework or case assignments will be given out in class</td>
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<tr>
<td>May 4th</td>
<td>Term Project and Presentations</td>
<td>Read the following chapters:</td>
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<td></td>
<td></td>
<td>Chapter 14 Information Technology (IT) for Business</td>
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<td></td>
<td></td>
<td>Term Project Due at the start of Class and continue class presentations</td>
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<td></td>
<td>PLEASE COMPLETE ONLINE COURSE EVALUATION!</td>
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<tr>
<td>May 11th</td>
<td>Term presentations</td>
<td>Continue with term project presentations</td>
</tr>
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</table>

**Course Policies**

**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/

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

*Graduate*
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:

http://www.webster.edu/student-handbook/

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/

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

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/

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/

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/

Campus Information

Campus Information:

The Following Is Information Regarding The Metro-Orlando, Florida USA Campus That All Students Should Know:

1) The Webster Downtown Campus Is Located At 501 West Church, Orlando, Florida 32805

2) Access To The Secured Parking Garage And Entry Into The Building Requires A Webster Photo ID Security Badge. Badge Can Be Obtained By Contacting The School Staff At 407-869-8111

3) The Students Photo ID Badge Must Be Visible And Worn At All Time While In The Building.

3) Webster Has A Four-Day Academic Week, Holding Evening Classes Monday- Thursday From 5:30 – 9:30 PM

4) Each Class Meets One Evening Per Week For A Nine-Week Semester, (36 Contact Credit Hours)

5) Webster Utilizes The World Classroom (Canvas Platform) And Hybrid Virtual Cisco WebEx, Online Webnet + Classes.

6) All Correspondence With Webster University (Students/Faculty/Staff) Must Be Done Over The Webster E-Mail System

7) Students Must Know Building Emergency Protocols For Fire, Medical, Natural And/Or Manmade Disasters.