Meeting Times

Lecture
Thursday evening: 5:30pm - 9:30pm

Webster University, Downtown Campus: Address: 812 Olive St, St. Louis, MO 63101, Phone: (314) 968-5966

COURSE MEETING SCHEDULE: 5:30 PM to 9:30 PM, Thursday evening,
*(please see note below)
Webster University, Downtown Campus: 812 Olive St, St. Louis, MO 63101
Phone: (314) 968-5966

Lecture-Discussion

***Special Note: This BUSN 5000 "Business" course is designed and will also be offered in Spring 2020 as a "Web-Netted" course, that will be accessible to and used to teach at three additional Webster University Campuses, located offsite, in addition to the in-class Downtown St. Louis, Webster University Campus location.

Contact Information

Instructor: William F. Hall, Adjunct Professor of Business, Management and Political Science, Webster University, St. Louis, Missouri
Email: wfhall@webster.edu

Office Hours
I will generally be available to meet with students on Tuesday's, one hour prior to class (4:30pm) and at other days and times arranged by individual appointments.

Webster University Downtown Campus: Address: 812 Olive St, St. Louis, MO 63101

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 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
Publisher: Pearson
Edition: 12th
ISBN: 978-0134728391

Deliverables

This course is designed to provide a foundation to allow students in the MBA program who do not have a business background to build a knowledge base that will allow them to compete in the MBA program with those students who have the undergraduate degrees in business. The course introduces the student to the contemporary business world, the business of managing, people in organizations, the principles of marketing, managing information, and financial issues.

This will include learning a new vocabulary and learning some of the key underlying values, concepts, theories and analytical methods commonly used in the business environment, including such general business concepts utilized in economics, finance, accounting, business law, marketing, and other business systems. In addition the course will provide some emphasis of both acquisition and application of mathematical and quantitative skills including Excel required for successful business management.

Goals

The primary objective is to give the student an understanding of basic business principles. Global business, entrepreneurship, management, marketing, information technology, and financial management will be discussed. Another important purpose of this course is to provide a foundation to build and enhance skills in quantitative and math skills appropriate for successful business management.

Outcomes

- To develop familiarity with the language and terminology of business. Discuss how businesses achieve success by demonstrating ethical behavior.
- To become familiar with the basic theories, concepts and practices of the basic functional areas of business and explain the strategies for business success in the relationship era.
- 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 including the use of empowerment in management elements of customer-driving marketing and the use of technology in business.

Discuss the basic elements of financial management and investing.

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.

Students will be prepared to utilize mathematical skills and Excel spreadsheets in management applications.

**Evaluation**

**Evaluation Criteria:**

**Breakdown**

**Criteria**

Types of evaluations and related weights

**COURSE GRADE:**

Weekly Homework/Questions and Class Participation 10%

Quizzes 10%

Mid-Term 20%

Research Project Prospectus 10%

Business Plan Proposal 10%

Annotated Bibliography 5%

Final Research Term Paper-Project 25%

Group Project 10%

**Schedule**

<table>
<thead>
<tr>
<th>When</th>
<th>Topic</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Quizzes, Examinations and Papers</td>
<td>COURSE SCHEDULE</td>
<td>A Complete Schedule for Completion and Submission of Required Assignments will be Provided.</td>
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</tbody>
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**Course calendar and related activities**

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<thead>
<tr>
<th>When</th>
<th>Topic</th>
<th>Notes</th>
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<tbody>
<tr>
<td>COURSE SCHEDULE THURSDAY EVENING, 5:30PM-9:30PM</td>
<td>BUSINESS: BUSN 5000</td>
<td>Course calendar and related activities</td>
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Webster University, Downtown Campus, 812 Olive, St. Louis, MO 63101

Note: This course is a cross-listed course and will also be Webnetted to additional Webster University Campuses.
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<tr>
<th>When</th>
<th>Topic</th>
<th>Course calendar and related activities</th>
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<tr>
<td></td>
<td></td>
<td>• Scanning the business environment</td>
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<td>• Comparing economic systems</td>
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<td></td>
<td>CH. 2, Understanding Business Ethics and Social Responsibility</td>
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<td>• What is ethical in business?</td>
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<td>• Ethical Judgements</td>
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<td>• Can ethics be taught</td>
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<td>CH. 3, Entrepreneurship, New Ventures, and Business Ownership</td>
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<td>• Forms of Business Ownership, Operating a Franchise</td>
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<td>WEEK TWO:</td>
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<td>CH. 4, Understanding the Global Context of Business</td>
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<td>• Shoes in a global marketplace</td>
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<td>• Assessing your own culture</td>
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<td>• Simulation: Going Global</td>
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<td>Topic Submission for Research/Project Proposal</td>
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<td>WEEK THREE, MODULE THREE</td>
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<td>CH. 5, Managing the Business</td>
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<td>• The management process</td>
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<td>• How do your goals stack up?</td>
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<td>• SWOT analysis</td>
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<td>• I can't believe this happened!</td>
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<td>• Who creates corporate culture?</td>
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<td>CH. 6, Organizing the Business</td>
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<td>• Organizational Structure</td>
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<td>• Centralization versus decentralization</td>
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<td>• Making the grade</td>
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<td>• Who runs the grapevine?</td>
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<td>WEEK FOUR, MODULE FOUR</td>
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<td>CH. 7, Operations Management and Quality for Producing Good and Services</td>
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<td>• Are you getting what you paid for?</td>
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<td>• Do you Really have to be on time for that meeting in</td>
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<tr>
<td>Week</td>
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<td><strong>WEEK FIVE, MODULE FIVE</strong></td>
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| CH. 8, Employee Behavior and Motivation | • Balancing inducements and contributions  
• What are you looking for in a job?  
• Motivation in global firms  
• Individual differences and the Theories of Motivation |                        |
| CH. 9, Leadership and Decision Making | • Are you a leader or a manager?  
• Transformational vs. transactional  
• Is John Paul Dejoria a charismatic leader? |                        |
| **Mid-Term Celebration** |                                                         |                        |
| **WEEK SIX, MODULE SIX** |                                                         |                        |
| CH. 10, Human Resource Management and Labor Relations | • Writing a job description  
• Working with friends  
• What motivates employees?  
• Legal Context of HRM and Dealing with Organized Labor |                        |
| Project/Research Annotated Bibliography |                                                         |                        |
| **WEEK SEVEN, MODULE SEVEN** |                                                         |                        |
| CH. 11, Marketing Processes and Consumer Behavior | • Assessing the marketing environment  
• Data mining  
• Social networking and job seeking  
• Never give a German a yellow rose  
• Marketing Mix and Marketing Research |                        |
| **WEEK EIGHT, MODULE EIGHT** |                                                         |                        |
| CH. 14, Information Technology (IT) for Business | IT devices |                        |
Cereproc and new products, especially for new markets. Is that ethical?

CH. 17, Managing Business Finances

What should I buy?

What's wrong with a little inside scoop?

Final Project

WEEK NINE, MODULE NINE
Review, Wrap-up and Final

***Important, Please Note: The instructor retains the right to modify, revise and/or change this schedule of weekly activities, as applicable to achieve the course learning objectives and goals, upon due notice to students.***

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.
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](http://www.webster.edu/catalog/current/undergraduate-catalog/tuition.html)

**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/