

Course Syllabus

Section 1. Course Information

Course ID	BUSI 1003		
Course Title	Foundations of Business		
College	College of Business Administration; Department of Historical, Leadership, and Legal Studies		
Prerequisites	None	Credit Hours	3.0
Course Description	This class focuses on the foundations of business in a mixed economy. This course includes an overview of the major areas of study in the business curriculum including economics, accounting, finance, management, and marketing.		
Course Overview	This course will be taught to help the student understand the varying concepts that contribute to the climate of business. While the assimilation of a particular body of knowledge is an important part of the course, it is more important that the student understands the overall nature of business and how the differing aspects combine to provide a healthy atmosphere for business strategy and decision making.		
Course Materials	Required textbooks: BUSN, 7th edition, (w/ CourseMate Access) by Kelly and McGowen, South-Western Cengage Learning, 2014.		
Course Topics	<p>The purpose of this course is to introduce, reinforce, and measure learning on the following topics:</p> <ol style="list-style-type: none"> 1. Economics 2. Global Markets 3. Business Ethics & Social Responsibility 4. Business Formation & Entrepreneurship 5. Marketing 6. Management 7. Finance 8. Accounting 9. Business Strategy 		
Intended Learning Outcomes	<p>As a result of reading, study, and activities in this course, the student should be able to:</p> <ol style="list-style-type: none"> 1. Gaining factual knowledge -- to identify and recall key facts, terms, and methods in business – as related to business administration – as demonstrated by a Business Knowledge Test and Final Exam. 2. Learning to apply course materials -- to improve rational thinking, problem solving, and decision-making – by completing the end of chapter Activity Reports and analyzing the chapter cases. 3. Developing skills, competencies, and points of view needed by professionals -- in business administration such as analytical thinking, communication, computers, presentations, research, teamwork, and writing – as demonstrated by writing a Business Plan to apply chapter material to starting a new business and providing a chosen product or service. 4. Developing a clearer understanding of, and commitment to, values -- personal ethics and integrity, moral character, and a strong work ethic – by becoming a better world citizen and demonstrating social responsibility in matters related to employment and the environment abroad. 		

Key Performance Indicators	<p>Students who successfully complete this course will demonstrate their learning through performance-based activities and assessments. Successful students will:</p> <ol style="list-style-type: none"> 1. Complete weekly reading quizzes as an assessment of the student's comprehension of textbook terms and concepts. 2. Analyze classical articles on current business topics and theories 3. Create within a group setting, a marketing plan for a proposed business. 4. Presentation of business plan to class as the capstone project for the course. 5. Participate in weekly discussion board forums 6. Participate each session with attention to critical thinking skills
Instructional and Learning Methods	<p>The evening course will include various types of instructional and learning activities. Learning content will be facilitated using these instructional methods: :</p> <ul style="list-style-type: none"> • A reading of the textbook • Additional, relevant articles and resources • Discussion and interaction • Critical analysis papers • Publisher's Coursemate site • Group project and presentation <p>The model for the course utilizes three segments—Aim, Learn, and Apply. The Aim section outlines the specific learning objectives for the course. The Learn section represents the lectures, reading, and material available each week. The Apply section calls for assignments to be evaluated such as small group work, critical analysis papers, and sectional exams.</p>

Section 2. Course Policies

Grading Scale	<p>The university's general grading scale is provided in the Academic Policies and Procedures section of the Southeastern University Catalog. All evening courses use the following scale:</p> <table border="1" data-bbox="630 1129 948 1507"> <tr><td>A</td><td>=</td><td>94 – 100%</td></tr> <tr><td>A-</td><td>=</td><td>90 – 93%</td></tr> <tr><td>B+</td><td>=</td><td>87 – 89%</td></tr> <tr><td>B</td><td>=</td><td>84 – 86%</td></tr> <tr><td>B-</td><td>=</td><td>80 – 83%</td></tr> <tr><td>C+</td><td>=</td><td>77 – 79%</td></tr> <tr><td>C</td><td>=</td><td>74 – 76%</td></tr> <tr><td>C-</td><td>=</td><td>70 – 73%</td></tr> <tr><td>D+</td><td>=</td><td>67 – 69%</td></tr> <tr><td>D</td><td>=</td><td>64 – 66%</td></tr> <tr><td>D-</td><td>=</td><td>60 - 63%</td></tr> <tr><td>F</td><td>=</td><td>0 – 59%</td></tr> </table>	A	=	94 – 100%	A-	=	90 – 93%	B+	=	87 – 89%	B	=	84 – 86%	B-	=	80 – 83%	C+	=	77 – 79%	C	=	74 – 76%	C-	=	70 – 73%	D+	=	67 – 69%	D	=	64 – 66%	D-	=	60 - 63%	F	=	0 – 59%
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Late Work	<p>All assignments must be submitted by 11:59 p.m. of the deadline posted on the course schedule to receive full credit. Any assignment (reading quiz, writing assignment, etc.) not submitted by the deadline will be considered late and penalized accordingly. All students have exactly one week from the deadline to submit the full assignment for credit, which will be assessed a 50% deducted off the earned grade. Any late (after the one-week deadline) or partial submissions will not be accepted and will receive a 0 grade. Please note that the weekly quizzes may not be taken late and there are no extensions beyond the weekly due date and nothing may be submitted after the last day of class.</p>																																				
Extra Credit	<p>Extra credit is provided at the discretion of the instructor. Students will be notified in advance of any potential offerings. Keep this in mind, present your best effort, and submit work on time to avoid a grade penalty.</p>																																				

Class Participation	Students are required to login regularly to the course. The instructor will monitor student activity and participation through MyFIRE. Students are also required to participate in all class activities such as discussion board posts and responses, chat, or conference sessions and group projects. In-class participation is also expected and required.
Academic Honesty	<p>Plagiarism is considered a serious academic offense at Southeastern. It undermines the educational process and, when done intentionally, violates the integrity of the community.</p> <p><i>Plagiarism occurs when a writer uses someone else's language, ideas, or other original material without acknowledging its source.*</i></p> <p>Plagiarism includes unattributed use of any source, in any medium, published or unpublished.</p> <p>Some examples of plagiarism include:</p> <ul style="list-style-type: none">• Quoting or paraphrasing material without attributing it to its source• Copying segments from the work of others without giving proper credit• Submitting as original work written entirely by someone else <p>Widely known facts do not require citation and do not count as plagiarism so long as they are communicated in the writer's own words. Ideas and observations original to the writer also do not require citation.</p> <p>Work already submitted for a grade in another course may not be resubmitted unless the professor specifically states otherwise.</p> <p>For more information, visit the SEU Plagiarism page on our website.</p>

Section 3. Course Schedule

The *Course Schedule* provides an at-a-glance listing of your work in this course. The assignments are listed by week and include the due dates and point values.

Abbreviations used in this chart:

PPT: PowerPoint Presentations
 BUSN: BUSN: Introduction to Business
 DF: Discussion Forum
 Due Dates: Mon=Monday, Tu=Tuesday, Wed=Wednesday, Th=Thursday, Fri=Friday, Sa=Saturday, Su=Sunday
 Due Times: Assignments are due by or before 11:55pm EST on due date, unless otherwise noted

WEEKS	TOPICS	ASSIGNMENTS	DUE	POINTS
1-4	Aim: Business and Its Environment <ul style="list-style-type: none"> Introduction (Syllabus/Course Policies) C1: Business Now C2: Economics: The Framework of Business C3: The World Marketplace C4: Business Ethics & Social Responsibility 	Learn <ul style="list-style-type: none"> Purchase textbook Read BUSN chapters 1-4 View PPTs and supplemental Coursemate videos C1-4 Apply <ul style="list-style-type: none"> Post personal bio on DF Post initial response on DF Complete Assignment #1 Post responses to 2 different classmates on DF Complete Quiz #1 	Classtime Mon Classtime Mon Fri Su Classtime Mon Tu Tu	10 20 40 20 40
5-8	Aim: Forming, Owning, and Financing a Business <ul style="list-style-type: none"> C6: Business Formation: Choosing the Form that Fits C7: Small Business & Entrepreneurship C8: Accounting C9: Finance 	Learn <ul style="list-style-type: none"> Read BUSN chapters 6-10 View PPTs and supplemental Coursemate videos C6-10 Apply	Classtime Mon Classtime Mon	

WEEKS	TOPICS	ASSIGNMENTS	DUE	POINTS
		<ul style="list-style-type: none"> Post initial response on DF Complete Assignment #2 Post responses to 2 different classmates on DF Complete Quiz #2 	Su Classtime Mon Tu Tu	20 40 20 40
9-12	Aim: Marketing and Management <ul style="list-style-type: none"> C11: Marketing: Building Profitable Customer Connections C12/13: Marketing: Product, Promotion, Place (Distribution), and Price C14: Management, Motivation, & Leadership C15: Human Resources 	Learn <ul style="list-style-type: none"> Read BUSN chapters 11-15 View PPTs and supplemental Coursemate videos C11-15 Apply <ul style="list-style-type: none"> Post initial response on DF Complete Assignment #3 Post responses to 2 different classmates on DF Complete Quiz #3 	Classtime Mon Classtime Mon Su Classtime Mon Tu Tu	20 40 20 40
13-16	Aim: Emerging Trends: Information Technologies and High-Tech Production <ul style="list-style-type: none"> C16: Managing Information & Technology C17: Operations Management 	Learn <ul style="list-style-type: none"> Read BUSN chapters 16-17 View PPTs and supplementary Coursemate videos C16-17 Apply <ul style="list-style-type: none"> Post initial response on DF Complete Assignment #4 In-class Capstone Presentation 	Classtime Mon Classtime Mon Su Classtime Mon Classtime Mon Tu	20 40 100 20

WEEKS	TOPICS	ASSIGNMENTS	DUE	POINTS
		<ul style="list-style-type: none">• Post responses to 2 different classmates on DF• Complete Quiz #4	Tu	40

Section 4. Assignment Descriptions

ASSESSMENT	PTS.	DESCRIPTION												
Personal Bio	10													
Discussion Forums	40	<p>Each week, students will engage in an online discussion to address relevant to current trends in business. The goal is to stimulate a thorough reflection and analysis of particular issues with the goal to promote a holistic understanding of and appreciation for the challenges that business faces in our world. This activity will require two levels of input.</p> <p>(1) Initial Post. The student will submit one primary post, which will respond to the discussion question(s) for the week. This post must (a) be a minimum of 200-300 words in length, (b) exhibit college-level writing, and (c) include a reference to an external resource, i.e. textbook, course lecture, scholarly article, or appropriate website. The initial post must be submitted by the end of the day designated on your course chart as to provide ample opportunity for feedback from classmates.</p> <p>(2) Peer Responses. The student will respond to a minimum of two peers with the expectation to interact with and elaborate on peer comments and responses. Comments should not simply agree or disagree with the peer; however, the responses should add to the discussion as to enhance the class interaction. All responses are to (a) be a minimum 100-200 words in length and (b) exhibit college-level writing. The peer responses must be submitted by end of day on the last day of the current week.</p> <p>Therefore, by the end of the week, you will have submitted three posts (1 initial, 2 peer responses), which should total to a minimum of 400 word in length. Evaluation of the weekly discussion forums will be based on the following criteria.</p> <p>Discussion Grading Criteria</p> <table border="1"> <tr> <td>Quality of Initial Post</td> <td>20</td> </tr> <tr> <td>Quality of Peer Responses</td> <td>5</td> </tr> <tr> <td>Frequency of Peer Responses</td> <td>5</td> </tr> <tr> <td>Reference(s) to Supportive Materials</td> <td>5</td> </tr> <tr> <td>Organization & Grammar</td> <td>5</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </table>	Quality of Initial Post	20	Quality of Peer Responses	5	Frequency of Peer Responses	5	Reference(s) to Supportive Materials	5	Organization & Grammar	5	Total	40
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Total	40													
Weekly Homework	40	<p>Each week, students will complete a homework assignment that will be submitted on the MyFire site to the appropriate link. The subject of the assignments will be related to the current week's subject matter and might be a current events article and analysis, a case study analysis, or similar assignment. Evaluation of the weekly homework assignment will be based on the following criteria:</p> <p>Discussion Grading Criteria</p> <table border="1"> <tr> <td>Quality of Analysis</td> <td>20</td> </tr> <tr> <td>Length of Paper</td> <td>10</td> </tr> <tr> <td>Organization & Grammar</td> <td>10</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </table>	Quality of Analysis	20	Length of Paper	10	Organization & Grammar	10	Total	40				
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ASSESSMENT	PTS.	DESCRIPTION														
Weekly Quizzes	40	Each week, students will complete a quiz base on the assigned chapters for the week. This quiz must be completed no later than the last day of the current week.														
Project Participation	25	As part of the ongoing course Business Plan project, participation points will be awarded by the professor based on the level of individual preparedness and group project participation. Students should expect to be fully engaged in the project and are expected to offer suggestions, input and assistance to other group members as required.														
Capstone Presentation	100	<p>Students will present their final group capstone business presentation during the last evening of class. While this should be a fun experience, it should also be treated as a business presentation. Particular details will be discussed during the Week One class meeting. Evaluation of the Capstone Presentation will be based on the following:</p> <table border="1"> <thead> <tr> <th colspan="2">Capstone Paper & Presentation Grading Criteria</th> </tr> </thead> <tbody> <tr> <td>Quality, Detail, & Organization of Final Paper Submission</td> <td>40</td> </tr> <tr> <td>Quality of Graphics/Visual Aids</td> <td>20</td> </tr> <tr> <td>Individual Subject Knowledge</td> <td>25</td> </tr> <tr> <td>Length of Presentation</td> <td>5</td> </tr> <tr> <td>Individual Member Presentation</td> <td>10</td> </tr> <tr> <td>Total</td> <td>100</td> </tr> </tbody> </table>	Capstone Paper & Presentation Grading Criteria		Quality, Detail, & Organization of Final Paper Submission	40	Quality of Graphics/Visual Aids	20	Individual Subject Knowledge	25	Length of Presentation	5	Individual Member Presentation	10	Total	100
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Individual Subject Knowledge	25															
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Total	100															

Section 5. Selected Bibliography and Web Resources

Selected Bibliography

Bolles, Richard (2014). *What color is your parachute? 2014: A practice manual for job-hunters and career-changers*. New York: Crowne Publishing Group.

Collins, Jim (2001). *Good to Great: Why some companies make the leap...and others don't*. New York: HarperCollins.

Jantsch, John, (2006). *Duct Tape Marketing: The world's most practice small business marketing guide*. Nashville, TN: Thomas Nelson.

Kim, W. C. & Mauborgne, R. (2005). *Blue Ocean Strategy: How to create uncontested market space and make the competition irrelevant*. Boston: Harvard Business School Press.

Mahajan, V. & Banga, K. (2006). *The 86% solution: How to succeed in the biggest market opportunity of the 21st century*. Upper Saddle River, NJ: Pearson.

Prahalad, C.K. (2005). *The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits* Philadelphia: Wharton.

Reis, Al & Reis, Laura (2002). *The 22 Immutable laws of branding*. Harper Collins: New York.

Russell, Mark (2010). *The Missional Entrepreneur-Principles and practice for business as mission*. Birmingham, AL: New Hope Publishers.

Safko, Lon & Brake, David K. (2009). *The Social Media Bible: Tactics, Tools & Strategies for Business Success*.

Hoboken, NJ: John Wiley & Sons, Inc.

Web Resources

Microsoft Small Business Center

<http://www.microsoft.com/smallbusiness/resources/marketing/hub.aspx>

American Marketing Association: <http://www.marketingpower.com>

Entrepreneur Magazine: <http://www.entrepreneur.com>

