



Albertus Magnus College

Course Syllabus

Course Code and Title: BE 248: Business Modeling and Analysis

Course Description:

This course introduces modern theory of entrepreneurship as scientific method. Students learn formal business modeling and analysis methods, focused on development of a financial and/or social impact model, and on the practice of business model validation. Each student builds and validates his or her own business idea in this course.

Fully online students - meets online only with no on ground meetings. Attendance recorded twice per week

PROGRAM AND COURSE OFFERING INFORMATION

Program: Business program. ADP Program

Session: Mod

Class Meetings: Fully online students: meetings are held online. Attendance is recorded 2x per week

Delivery method: Flex format

Fully Online (for online students), Attendance taken 2x per week

Blended (face to face TBD, online TBD)

Number of Credits: 3.0

Textbook and Supplementary Readings:

Salvatore, Dominick, (2018). *Managerial Economics in a Global Economy*. 9e. ISBN 9780190848255, Oxford University Press.

You may purchase or rent the book; you may use new or used book.

INSTRUCTOR INFORMATION

Name: Prof Leon Battista

College eMail: Lbattista@albertus.edu

Office Hours: Weds, 5-5:30 pm (by appointment), M/F 2-3 pm (online)

Instructor Biography: Instructor holds two master's degree in Economics, in addition to a Master's of Philosophy in Economics, as well as undergraduate degrees in Economics and in History. Has been with AMC since 1998. Teaches Principles of Microeconomics, Principles of Macroeconomics and has taught Money and Banking, Managerial Economics

and Personal Finance. Instructor specializes in Forecasting, Economic Development, Wage Determination and Unionization.

Tradition of Honor: As a member of the Albertus Magnus College Community, each student taking this course agrees to uphold the principles of honor set forth by this community, to defend these principles against abuse or misuse, and to abide by the regulations of the College. To this end, every student must write and sign the following statement at the end of each examination: *“I declare the Honor Pledge.”*

Intellectual Honesty: Plagiarism is a serious offense against academic integrity and intellectual honesty. In completing written assignments, the student must work independently unless the class instructor indicates otherwise. It is important for students to understand that they must reference the sources for all direct quotes, for the rephrasing of information from an outside source, and for ideas borrowed from readings. Students will be required to use APA format when referencing sources. Failure to cite appropriate references in any of these instances results in an act of plagiarism, intentional or unintentional. If it has been determined that a student plagiarized a written assignment, the student may be dismissed from the program. The instructor will report instances of plagiarism to the college administration.

Writing Guidelines: The writing guidelines for this course will follow the American Psychological Association’s (APA) style format standards. Referenced pages must be correctly formatted and alphabetized; sources must be appropriate to the assignment, correctly cited, and traceable; and the number of citations and sources must be adequate for each paper. Citing your sources properly requires following the APA style format rules.

Appropriate Classroom Conduct – both in class and online - : Students are expected to show a respect for order, the rights of others, and to exemplify a sense of honor and integrity in the classroom. Student conduct is considered an integral part of the educational process. Therefore, no student should be denied the right to learn as a direct result of disruptions in the classroom. Active learning, open inquiry, and the free expression of informed opinion are the foundations of a liberal education at Albertus Magnus College. However, student behavior that interferes with an instructor’s ability to conduct the class is prohibited. Students are expected to be considerate and respectful of the rights, views, and interests of other students and faculty. The faculty member will take appropriate action if students do not abide by these rules.

Accommodations for Special Needs: Please advise the instructor of any special problems at the beginning of the semester. Those students seeking accommodation based on disabilities should provide a Faculty Contract Sheet obtained through the Academic Development Center in Aquinas Hall, 203-773-8590.

Library and Information Services Component: This is a critical component of this course. Throughout the mod, students will access relevant scholarly educational materials using both print and electronic library resources.

Blended and Online Course Etiquette: Please click the following link to review the Albertus policies regarding proper etiquette for interaction in all blended and online course work: [Link to Albertus’ Netiquette Guide](#)

COURSE GRADING AND ATTENDANCE POLICIES

Attendance Policy: Students are expected to attend all class sessions and must complete all course requirements as assigned. All courses are treated as having two sessions per week and attendance will be taken for all “sessions”. There are strict penalties for missing either an on-ground class or the blended portion of the class. These penalties are “no fault” penalties. In other words, it doesn’t matter why you missed the class; the penalties apply no matter how legitimate or frivolous the reasons for your absence. If you do not post your online “main assignment” by the assigned date and time, you will be marked as “Absent” from that “class.” That absence is equivalent to an absence from an on-ground class.

You may miss one class session without penalty to your attendance. If you miss two classes, whether online or on-ground, your course grade will automatically be penalized ½ a course grade. If you miss three classes, your course grade will automatically be penalized one full grade. If you miss four classes, your course grade will be penalized two full grades. If you miss five or more classes, you will not be able to pass the course.

WITHDRAWING FROM A COURSE: It is the responsibility of the student to officially drop or withdraw from a course. However, failure to attend a course for 14 calendar days may result in an administrative withdrawal from the course. The policies on course withdrawals and administrative withdrawals may be found online at: <http://www.albertus.edu/policy-reports/academic-policies-regulations-eug#apgr>

Fully online attendance - if you do not post your Major Comment for the forum by the due date at 11:55 pm, you will be marked as “Absent” from that “class.” That absence is equivalent to an absence from an on-ground class.

Class Cancellations: When classes are cancelled due to inclement weather or another emergency, the instructor will make arrangements to cover the material missed during this class session. This may be done through email, an assignment submitted through eLearning, or with an additional on-ground session. It will be up to the instructor’s discretion to determine how this will be handled.

Expectations Regarding Assignment Due Dates:

All assignments are due on the designated date and time. Students who submit late assignments will be marked absent on the original due date of the assignment.

In addition to the attendance policies above, there will be late penalties for any assignments that are not submitted by the assigned date and time. Assignments not posted by the designated time will be reduced one letter grade if they are completed within 24 hours. If the assignment is submitted more than 24 hours late, it will no longer be accepted and you will receive a Zero for that assignment.

File formats – only certain file formats are accepted for assignment submissions, they are: .doc, .docx, .xls, .xlsx, .pdf. No other file format is allowed. Files submitted in non approved formats will be downgraded as if they have not been received.

On line discussions/forums – there will be one forum/discussion per week. Your comments need to be posted in a timely and professional manner. The grading criteria for your FORUMS:

1. to what extent are you making the appropriate number of postings/comments in the time frame allotted;
2. to what extent are your comments substantial in terms of length; meaningful, insightful, and thoughtful in terms of their quality; and making positive contributions to the on line discussion.

Blended students: *your major comment needs to be 300 words and each of your replies 150 words each. You are allowed to make replies beyond the 2 required ones to help establish the 150 word response for each reply. (the same policy does not apply to your major comment)*

Your **Major Comment** needs to be made by Monday 11:55 pm. Otherwise you are marked absent. Major comments is worth 60 points and will lose 20 points for each day late.

Your **two replies** need to be completed by Sunday 9 pm. Each of the 2 required replies are worth 20 points each for a total of 40 points– with the caveat that if you make additional replies this will most likely boost the score you may receive on replies (up to a maximum of 40 points), **with the exception of Sundays** – the last day the forum is open for the week - if the **ONLY** replies you make are on Sundays, the 2nd reply will be downgraded (worth zero). Forum closes at 9 pm sharp. No grace period.

Use of Blended Format:

This course is being offered in a blended format, with approximately 50% of the meetings and many of the assignments occurring in an online environment through the use of eLearning. Students are expected to participate in all in-class sessions and to complete all online assignments listed for each week in eLearning. *The blended portion of the class takes the place of one in-class session. Thus, students should expect to spend 2.5 hours on these assignments, in addition to time spent completing homework assignments.*

Why use a blended methodology? Students will gain an appreciation for iterative peer interaction as part of their professional growth through collaborative online discussions. The blended format enables you to reflect carefully on the readings and questions posed in the virtual discussion room, and to write reasoned responses to questions and comments

of other learners. In this way, the technology enables you to expand your skills at writing, at critical analysis and reflective response, and also provides the convenience of allowing class members to “meet” where and whenever they can gain access to the Internet.

Use of Online Format:

If this course is being offered in an online format in the Albertus eLearning portal. Students are expected to be considerate and respectful of the rights, views, and interests of other students and faculty while in the online course room. Students are expected to participate in all online discussions and to complete all online assignments. The online format works well with this class because the students will be doing independent reading and researching material on specific websites.

WHAT IS YOUR BACK UP PLAN? That is, an inability to access the internet will not fly as a reason to miss an assignment or forum. This is the modern day version of the “dog ate my homework” and it will guarantee a zero on an assignment. Use of the internet – you need to be able to access the internet to submit your assignments. Pay attention to internet availability at home, work, libraries (colleges, public libraries, etc.), while traveling, get to know your neighbors in case you have an internet emergency, know where the local Starbucks’ is and what businesses in your area offer free Wi-fi. (For instance, my local Laundromat offers free Wi-fi, as does my local Barnes and Noble, Starbucks, McDonalds, many local businesses, and all branches of the public library).

Grading Policy and Methods of Assessment:

Online Elements:	Score or Percentage of Grade
Weekly assignments	25% of final grade, all equally weighted
Weekly forums	25% of final grade, all equally weighted
Midterm paper/assignment	15% of final grade
Final paper/project and presentation.	35% (25% for paper, 10%, for presentation) of final grade

Final averages and grades as defined by AMC are:

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+ (65-69). D (60-65); F (00-59). There are no A+ or D- grades for AMC.

COURSE OBJECTIVES AND LEARNING OUTCOMES

Course Objectives:

By completing this course, the student should be able to:

1. To understand the role of the entrepreneur in the economy and business world.
2. To define, search and discuss the important elements of demand that help explain/determine the demand for the goods and services the entrepreneur will be providing.
3. To define, search and discuss the important elements of supply that help explain/determine the costs of production for the goods and services the entrepreneur will be providing.
4. To search and discuss the economic implications of changes in government policy, both pro and con, and its impact on the entrepreneur
5. To understand and development an assessment of business models.
6. To calculate, as is necessary, elements related to sales, quantity demanded and quantity supplied, prices, costs, revenue, elasticity, and profits.
7. To engage in discussion, in various formats, with classmates, that fleshes out important ideas, provides valued feedback and constructive criticism of entrepreneurial ideas.

Learning Outcomes:

By completion of this course, each student should know/demonstrate:

1. An understanding of a set of economic theories and tools, to analyze issues confronting today's entrepreneur in both the US domestic economy and international economy by successfully completing papers and presentations.
2. An understanding of the interactions between the performance of an entrepreneur and their corresponding business ventures, their knowledge of economic and business theory by submitting individual case study/assignments.
3. Critical reasoning to search the economic and business logic underlying the entrepreneur's role in the business world and the economy, the entrepreneurial spirit, and the government's relevant economic policies by actively participating in vigorous class discussions of the case studies, both online and in class. .

CLASS SCHEDULE:

Week One

Topics: Nature and method of Economics, Managerial Function, Opportunity Cost, The theory of the firm, Profits

Case studies: Peter Drucker, Management Revolution, Business Ethics, Enron, A. Andersen,

Learning Objective(s): 1, 4-5, 7.

Reading Assignment(s): Chapter 1, Syllabus.

Online Discussion Forum Topic(s) and/or Question(s): see below

Due Date/Time for Initial Post/Your Major Comment: Your Major Comment must be made by The due date 11:55 pm. Otherwise you are marked absent. Your Major Comment is worth 60 points and will lose 20 points for each day late. Major comment should be at least 300 words. Forum closes at 9 pm sharp on Sundays. No grace period.

Due Date/Times for Replies/Response Posts: Two replies need to be completed by Sunday 9 pm. Each of the 2 required replies are worth 20 points each for a total of 40 points – with the caveat that if you make additional replies this will most likely boost the score you may receive on replies (up to a maximum of 40 points), **with the exception of Sundays** – the last day the forum is open for the week. If the **ONLY** replies you make are on Sundays, the 2nd reply will be downgraded. Forum closes at 9 pm sharp. No grace period. Replies must be at least 150 words each.

Description of Homework Assignment: Reading for the assignment is posted above. The assignment is posted on e-learning on Monday by 12:05 am and is due on Sunday by 5:30 pm.

Due Date/Time: Due on Sunday by 5:30 pm. There is a grace period until 11:55 pm on Sunday, where the assignment is late but can be submitted without penalty. After that time, a full letter grade penalty is imposed. Any assignment not submitted by 5:30 pm on Monday will be graded a zero.

Estimated Duration: 2.5 hours on readings, assignments and forum

Other Notes and/or Activities:

Week Two

Topic: Supply and Demand (S and D). S and D uses for the entrepreneur. Market determination of P and Q.

Case studies: Coffee, Price Ceilings and Price Floors, Pollution, Benchmarking, TQM,

Learning Objective(s): 2-3, and 6-7.

Reading Assignment(s): Chapters 2-3.

Online Discussion Forum Topic(s) and/or Question(s): see below

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Estimated Duration: 2.5 hours on readings, assignments and forum

Other Notes and/or Activities:

Week Three

Topics: Demand, Elasticity, Revenue.

Case Studies: Alcohol, E-commerce, Automobiles, Fast Food,

Learning Objective(s): 1-3, and 6-7.

Reading Assignment(s): Chapter 4

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Due Date/Times for Replies/Response Posts: Two replies need to be completed by Sunday 9 pm. Each of the 2 required replies are worth 20 points each for a total of 40 points – with the caveat that if you make additional replies this will most likely boost the score you may receive on replies (up to a maximum of 40 points), **with the exception of Sundays** – the last day the forum is open for the week. If the **ONLY** replies you make are on Sundays, the 2nd reply will be downgraded. Forum closes at 9 pm sharp. No grace period. Replies must be at least 150 words each.

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Estimated Duration: 2.5 hours on readings, assignments and forum

Other Notes and/or Activities:

Week Four

Topic: Government Regulation. Anti-trust. Externalities. Taxation.

Case studies: Border Taxes, Electricity, Pollution, Milk, Anti-trust laws.

Learning Objective(s): 4 and 7, and when Reviewing Chapters/material (also 1-3, 5-6).

Reading Assignment(s): Chapter 13. Review Chapters 1-4, as necessary.

Online Discussion Forum Topic(s) and/or Question(s): see below

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Estimated Duration: 2.5 hours on readings, assignments and forum

Other Notes and/or Activities:

Week Five

Topics: Risk Analysis. Valuation. Aversion and Seeking. Information and Risk.

Case Studies: Principal Agent Problem, Insurance, Gambling, Stock Market

Learning Objective(s): 4 and 7.

Reading Assignment(s): Chapter 14

Online Discussion Forum Topic(s) and/or Question(s): see below

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Estimated Duration: 2.5 hours on readings, assignments and forum

Other Notes and/or Activities:

Week Six

Topic: Estimating demand for (your) new business.

Case studies: Oranges, Air Travel, Imports and Exports, Commodities.

Learning Objective(s): 1-3, and 6-7.

Reading Assignment(s): Chapters 5-6

Online Discussion Forum Topic(s) and/or Question(s): see below

Due Date/Time for Initial Post/Your Major Comment: Your Major Comment must be made by The due date 11:55 pm. Otherwise you are marked absent. Your Major Comment is worth 60 points and will lose 20 points for each day late. Major comment should be at least 300 words. Forum closes at 9 pm sharp on Sundays. No grace period.

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Estimated Duration: 2.5 hours on readings, assignments and forum

Other Notes and/or Activities:

Week Seven

Topic: Production Costs. Returns to scale. Innovation. Supply chain management

Case studies: Labor productivity, Gasoline, P and G, Corn, Travel (Auto and Plane),

Learning Objective(s): 1, 3, 6-7.

Reading Assignment(s): Chapters 7-8, 12.

Online Discussion Forum Topic(s) and/or Question(s): see below

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Due Date/Time: Due on Sunday by 5:30 pm. There is a grace period until 11:55 pm on Sunday, where the assignment is late but can be submitted without penalty. After that time, a full letter grade penalty is imposed. Any assignment not submitted by 5:30 pm on The due date will be graded a zero.

Estimated Duration: 2.5 hours on readings, assignments and forum

Other Notes and/or Activities:

Week Eight

Topic: Final paper/presentation. Review chapters and readings as necessary (Chapters 1-8, 12-14)

Learning Objective(s): 1-7

Reading Assignment(s): Review chapters and readings as necessary (Chapters 1-8, 12-14)

Online Discussion Forum Topic(s) and/or Question(s): see below

Due Date/Time for Initial Post/Your Major Comment: Your Major Comment must be made by The due date 11:55 pm. Otherwise you are marked absent. Your Major Comment is worth 60 points and will lose 20 points for each day late. Major comment should be at least 300 words. Forum closes at 9 pm sharp on Sundays. No grace period.

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Estimated Duration: 2.5 hours on readings, assignments and forum

Other Notes and/or Activities: Please note the change in the due date and grace period for the last week of the course; please note the changes in the point value for your Major Comment and replies.