

# BUA 110: Survey of Business Principles



CEDAR CREST  
COLLEGE

## Course Description:

An introduction to contemporary management practices and organization. Topics covered include forms of ownership, business management and leadership focusing on employees, customers, operations, the role of marketing and managing financial resources. PREREQ: None

## Course Textbooks and Resources:

Understanding Business, 12<sup>th</sup> Edition, William G. Nickels, James McHugh and Susan McHugh- McGraw-Hill; **with Connect ISBN:1259929434**

## Technology Support Resources:

Please refer to the Information Technology Support Center website and the IT HelpDesk for Cedar Crest College computer, software, and other technology resources available to students. The IT Support Center resources are available at the following website:

<https://cedarcrest.teamdynamix.com/TDClient/Home/>.

The IT HelpDesk is located at the Bridge of the Student Success Center on the main floor of Cressman Library (610-606-4635 and [helpdesk@cedarcrest.edu](mailto:helpdesk@cedarcrest.edu)).

## Course Student Learning Outcomes:

This course will help students learn about the operation and management of business in the United States of America, the general business environment, the role of ethics and socially responsible behavior in business operations, business ownership structure, the legal environment, contemporary human resources and management practices, the role of meeting customer needs and managing financial resources.

## Assessment of Student Learning Outcomes:

At the completion of the course students have the ability to:

1. To describe how to form a business and structure organizations for today's challenges in the U.S.
2. To articulate how to motivate employees to produce quality goods and services.
3. To explain the role of management and leadership of organizations.
4. To describe the development and implementation of customer oriented marketing plans.
5. To illustrate the use of financial resources and information for operating an enterprise.

**Course Assignment Descriptions:**

Homework assignments will consist of short answer question, problems and Connect assignments. A cumulative project/case study will be a brief paper and will include a rubric with instructions. After approximately every three chapters there will be a brief in-class test/quiz.

**Course Grading Policy:**

There is no any extra credit for this course. Grades are determined based on merit determined by how the student preforms in the categories outlined below. Grades are not curved in any manner.

**Course Grading Scale:**

Exemplary		Good		Needs Improvement		Unacceptable	
A	94%-100%	B+	87%-89%	C+	77%-79%	D	65%-69%
A-	90%-93%	B	84%-86%	C	74%-76%	D-	60%-64%
		B-	80%-83%	C-	70%-73%	F	Under 60%

**Final Grade Calculation:**

Assessment	Percentage
Four Tests/Quizzes (10% each)	40%
Homework Questions / Assignments	20%
Connect Learn Smart Assignments	15%
Project / Case Study	15%
Participation / Professionalism	10%

**Tutoring and Academic Support Resources:**

The Student Success Center, located on the main floor of Cressman Library, offers writing and tutoring resources to all Cedar Crest students with the goals of assisting students in achieving academic success and becoming effective, independent learners. Smarthinking, on-line tutoring service, is also available to all Cedar Crest students. For information about all available tutoring services and scheduling information, please refer to the Tutoring and Support Resources page on MyCedarCrest, located under the “Academic Services” page in the “Current Students” Section:

[my.cedarcrest.edu/ICS/Current\\_Students/Academic\\_Services/Tutoring\\_Support\\_Resources.jnz](http://my.cedarcrest.edu/ICS/Current_Students/Academic_Services/Tutoring_Support_Resources.jnz).

The Student Success Center may also be contacted at 610-606-4628 or [advising@cedarcrest.edu](mailto:advising@cedarcrest.edu).

**Cedar Crest College Honor Philosophy:**

The Cedar Crest College Honor Philosophy states that students shall uphold community standards for academic and social behavior to preserve a learning environment dedicated to personal and academic excellence. It is based upon the principle that, as a self-governing body, students have the ability to create an atmosphere of trust and support. Within this environment, individuals are empowered to make their own decisions, develop personal regard for the system under which they live, and achieve a sense of integrity and judgment that will guide them through life.

**Cedar Crest College Diversity Statement:**

Founded under the mission to expand women's access to higher-education, Cedar Crest College values difference in a diverse, inclusive, and equitable learning environment. The College is committed to educational excellence, leadership, and civic engagement in a pluralistic society. We thus embrace an inclusive community that brings together students, faculty, and staff of different racial and multi-racial, ethnic and multi-ethnic, gender and sexually diverse, religious and nonreligious, economic, and national identities and ages. Our educational mission includes students who have been historically underrepresented in higher education, such as students of color, first-generation college students, international students, students of varying ability or disability, and other identities.

**Classroom Protocol:**

Cedar Crest College maintains a classroom and learning environment dedicated to scholarly, artistic, and professional inquiry. The College's community of learning is founded upon the intellectual freedom of students and faculty in pursuit of knowledge and understanding. Such an environment depends upon the insights of the liberal-arts disciplines, as well as a respect for the global diversity of viewpoints and cultural backgrounds.

The college expects students to conduct themselves in a manner that best realizes their own and other students' education, as consistent with the Cedar Crest College Honor Code. Appropriate classroom behavior includes, but is not limited to, the expectations for students: to attend and be prepared for all classes, to arrive and leave on time, to treat the faculty members and other students with respect, to refrain from any activities within the classroom that do not directly pertain to the business of the class, to use language that is respectful and non-abusive, and to otherwise refrain from any behavior that disrupts or jeopardizes the learning environment as determined by the instructor and departmental guidelines, as appropriate to the educational goals of the learning environment.

**Classroom Management (cell phone use, leaving class, disruptive behavior):**

- All Cedar Crest College policies will be followed; please see the student handbook for complete information.
- No internet or computer use during class, unless instructed by professor.

- All cell phones, electronic devices, etc. must be turned off while in class. If you need to be on call for an emergency let the instructor know and provide documentation. A copy of each presentation will be given to you for note taking during class and an electronic copy will be available for future reference on Canvas.
- Only calculators without the internet can be used on tests (no cell phones). When a test starts, no leaving the classroom until you are done with the test unless there is an emergency. Cheating on a test results in a grade of 0.
- Assignments are individual assignments, no collaborating with other students or using online file sharing services.
- Course policies are not limited to the above mentioned and may be changed or added to with notice at the discretion of the professor.

### **Academic Integrity:**

Academic integrity and ethical behavior provide the foundations of the Cedar Crest scholarly community and the basis for our learning environment. Cedar Crest College expects students to set a high standard for themselves to be personally and intellectually honest and to ensure that other students do the same. This standard applies to all academic work (oral, written or visual) completed as part of a Cedar Crest education.

Cedar Crest College reserves the right to define, in its sole discretion, what constitutes academic misconduct. Examples of academic misconduct include, but are not limited to, cheating, plagiarism, collusion, falsification, sabotage, and impersonation. This list is not exhaustive, and other acts in violation of the Cedar Crest Honor Code or academic standards of integrity may be deemed academic misconduct by an instructor or by the college.

Students who violate these standards are subject to sanctions imposed by the course instructor, department chair, the Provost's office, or the Board of Trustees. In this course, instances of academic conduct will result in a failing grade for the assignment or a zero on an exam. A second offense is failure of the course.

When an instructor determines that a student has engaged in academic misconduct, the instructor is obligated to report the incident to the Provost's office. Reports are recorded in the Provost's office, which will notify the student of their receipt and the College's policies regarding academic misconduct. For more information, please refer to the Student Handbook, Section IV: Community Standards for Academic Conduct.

### **VeriCite Citation Verification/Plagiarism Detection:**

Cedar Crest College uses a citation verification service (VeriCite, [www.vericite.com](http://www.vericite.com)) to help teach proper citation techniques and to ensure the integrity of written academic work. By enrolling in this course, students agree to the submission of their written assignments to such a citation verification service, the use of which is subject to the Terms of Use posted on the provider's website. Written work submitted to a citation verification service will become part of its database for the purposes of future citation verification.

**Attendance:**

Attendance policy as outlined in the student handbook and school catalog will be strictly enforced. Absences will occur in quarter increments for arriving late & leaving early. Make up exams/assignments given with a documented legal and/ or medical excuse AND prior notification. Make up exam will be on scheduled content but will be different in format/ questions. Work submitted late will receive a reduced grade of 10% per week late.

**Class Cancellation Policy:**

For notification of the College closing, for inclement weather or other emergencies, refer to Cedar Crest's e2Campus system, the Inclement Weather Hotline at 610-606-4629, or the College's MyCedarCrest website for notification.

If I can't attend class I will post an announcement on Canvas and e-mail the class.

**Resources for Students with Disabilities:**

Cedar Crest College is committed to ensuring students with disabilities are welcomed as a part of our diverse community and that they have equal access to participate in all programs and services offered by the College, in accordance with the Americans with Disabilities Act (ADA) and Section 504 of the National Rehabilitation Act. If you have a disability and require accommodations to access any portion of the design, instruction, or experiences that comprise this course or any other campus activity, please contact Disability Resources (610-606-4628; [advising@cedarcrest.edu](mailto:advising@cedarcrest.edu); Student Success Center in Cressman Library) to set up an appointment to discuss your need for accommodations. Please note that accommodations are not retroactive and may require advance notice to implement. Please refer to the Disability Resources page on MyCedarCrest for more information ([https://www.cedarcrest.edu/ada\\_file.shtm](https://www.cedarcrest.edu/ada_file.shtm)).

Accommodations will not be provided unless the instructor receives an official Cedar Crest College Accommodations Letter. If you are already receiving accommodations, please remember to have a confidential conversation (in person, via email, or phone call) with your instructor to discuss the approved accommodations you intend to use for this course and how they may be implemented.

**Audio Recording:**

Students with disabilities may be approved to audio record lectures in this course in order to be provided meaningful access to the lecture material and to the educational experience. Students who are approved for this accommodation may only use this material for personal academic use and may not share the recording with anyone else. Dissemination of class recordings is only permitted with the speaker's explicit written consent. Note: audio recording may be prohibited, at the instructor's sole discretion, during portions of the lecture or discussion that may involve personal, self-disclosure by other students. Please see your instructor if you have any questions or concerns about this policy.

**Credit Hour Equivalency:**

These hours do not include preparatory or assessed assignments that would be completed outside of an in-person class meeting.

Course Activities or Assignments	Equivalent Classroom Instructional Hours
In-class lecture/discussion/scheduled exams	45
Total:	45

**Course Schedule:** Note: Assignment due dates will be posted on Canvas for each assignment that will be turned in and submitted.

TOPIC AND WEEK #	DESCRIPTION OF CONTENT	HOMEWORK
<b>1</b> <b>Introduction to Course</b> <b>Chapter 1</b>	Introduction to course: syllabus, format, policies, expectations, Canvas, etc. Chapter 1: Taking Risks and Managing Profits Within the Dynamic Business Environment	Read Chapters 1 and 2
<b>2</b> <b>Chapter 2</b>	Chapter 2: Understanding Economics and How it Affects Business	Read Chapter 3
<b>3</b> <b>Chapter 3</b>	Chapter 3: Doing Business in Global Markets	Study for Test Chapter 1-3 Connect and Canvas Assignments Ch. 1-3
<b>4</b> <b>Test: Chapters 1-3</b>	Finish Chapters 1-3, In-class exercise Test/Quiz Chapters 1-3	Read Chapter 5
<b>5</b> <b>Chapter 5</b>	Chapter 5: How to Form a Business	Read Chapter 6
<b>6</b> <b>Chapter 6</b>	Chapter 6: Entrepreneurship and Starting a Small Business	Read Chapter 7
<b>7</b> <b>Chapter 7</b>	Chapter 7: Management and Leadership	Study for Test Chapter 5-7 Connect and Canvas Assignments Ch. 5-7
<b>8</b> <b>Test: Chapters 5-7</b> <b>Chapter 9</b>	Test Chapters 5-7 Chapter 9: Production and Operations Management	Read Chapter 9 Read Chapter 11

<b>9</b> <b>Chapter 11</b> <b>Introduction of Case Study</b>	Chapter 11: Human Resource Management Case Study	Read Chapter 13
<b>10</b> <b>Chapter 13</b>	Chapter 13: Marketing: Helping Buyers Buy	Study for Test Chapter 9,11,13 Connect and Canvas Assignments Ch. 9,11,13
<b>11</b> <b>Test: Chapters 9,11,13</b> <b>Chapter 17</b>	Test Chapters 9, 11, 13 Chapter 17: Understanding Accounting and Financial Information	Read Chapter 17 Read Chapter 18
<b>12</b> <b>Chapter 18</b>	Chapter 18: Financial Management	Read Chapter Bonus D
<b>13</b> <b>Bonus Chapter D</b>	Bonus Chapter D: Managing Personal Finances	Case Study Study for Test Chapters 17,18, D
<b>14</b> <b>Finish Bonus Chapter D</b> <b>Case Studies</b> <b>Test: Chapters 17, 18, D</b>	Finish Bonus Chapter D Go Over Case Studies Test Chapters 17, 18, Bonus D	Connect and Canvas Assignments Ch. 17,18, D