

CONTACT INFORMATION

Professor contact information is located on the course site in Canvas.

For Canvas questions: (833) 234-2574

For CIU questions: (803) 807-5199

COURSE DESCRIPTION

This course provides an overview of the fundamental practices and issues involved in managing and operating a business in today's marketplace. Areas of business explored in this course include various management theories, economic concepts, management and organization, human resources, sales and marketing, and operations. The course also examines the challenges of operating in both domestic and global markets, business ethics and business strategy.

COURSE OBJECTIVES

Upon completion of this course, students will be able to:

- A. Demonstrate how the three categories of managerial ethics can be applied in a business organizational setting.
- B. Demonstrate how various management theories and processes are related to domestic and global organizational structures.
- C. Describe how human resource functions contribute to the successful operations of an organization.
- D. Describe how each of the four elements of the marketing mix is related to the retail and nonretail sales markets.
- E. Explain how financial statements are used by businesses to show the financial condition of a business.

COURSE MATERIALS

[Ebert, R., & Griffin, R. \(2015\). *Business essentials*. Upper Saddle River, NJ: Prentice Hall.](#)

ISBN-13: 978-0134728391

RECOMMENDED READING

Dekoster, L. (2010). *Work: The meaning of your life: A Christian perspective*. Grand Rapids: Christian's Library Press.

Kasworm, C. (2003). Adult meaning making in the undergraduate classroom. *Adult Education Quarterly*, 53(2), 81-98.

ASSIGNMENTS:

| Assignment | Points | Percent | Week Assigned |
|------------------------------|---------------|----------------|----------------------|
| Devotionals (5) | 10/50 | 5% | Weekly |
| Discussions (10) | 30/300 | 30% | Weekly |
| Papers (7) | 65/455 | 45.5% | Weekly |
| Case Study (1) | 60/60 | 6% | 1 |
| Journals (2) | 45/90 | 9% | 2, 3 |
| Raising Capital Response (1) | 45/45 | 4.5% | 5 |
| Totals: | 1000 | 100% | |

ASSESSMENTS AND GRADING SCALE:

| Means of Assessment and Due Dates | Due Date | Points |
|--|--|-----------------|
| Devotionals (5) | Wednesday; Weekly | 50 pts |
| Discussions (10) | Wednesday for initial post, Saturday for responses; Weekly | 300 pts |
| Papers (7) | Saturday; Weekly | 455 pts |
| Case Study (1) | Saturday; Week 1 | 60 pts |
| Journals (2) | Saturday; Weeks 2, 3 | 90 pts |
| Raising Capital Response (1) | Saturday; Week 5 | 45 pts |
| | Course Total | 1000 pts |

Add 10 pts extra credit for students who complete the end of course survey.

| Letter Grade | Points | Percentile |
|---------------------|---------------|-------------------|
| A | 949-1000 | 95-100% |
| A- | 919-948 | 92-94% |
| B+ | 889-918 | 89-91% |
| B | 859-888 | 86-88% |
| B- | 829-858 | 83-85% |
| C+ | 799-828 | 80-82% |
| C | 769-798 | 77-79% |
| C- | 739-768 | 74-76% |
| D+ | 709-738 | 71-73% |
| D | 679-708 | 68-70% |
| D- | 649-678 | 65-67% |
| F | 0-648 | 64% and below |

ACADEMIC SUCCESS CENTER (ASC)

The ASC provides accommodations for students with disabilities (physical, psychological, learning & ADD). Requests may be made throughout the semester, and they will be kept confidential. (803-807-5611, academicsuccess@ciu.edu). Students already receiving services through the ASC should contact the professor so that together they can make the student's academic experience in this class as successful as possible.

FORM AND STYLE

The official guide for all written work in connection with this course is the 7th edition of the APA manual.

PLAGIARISM

CIU Online Studies expects you to be honorable in your studies and responsible for your own academic work. Dishonesty in assignments, examinations, written papers, or other work is contrary to scriptural principles of Christian living and an affront to fellow students and your instructors. Plagiarism occurs when you present another person's ideas or words as your own, or when you intentionally or unintentionally fail to acknowledge or cite the source of the ideas you use.

Acknowledging and citing sources involves placing quotation marks around all the material you have taken (or paraphrased) from books, articles, internet sites, other students' papers, or other work you have not personally produced. It also involves listing full information about that source in a footnote or a parenthetical reference. Specific examples of plagiarism include but are not limited to the following:

1. Borrowing the words, sentences, ideas, conclusions, examples and/or organization of an assignment from a source (e.g., a book, an article, another student's paper, a tape/video, an internet site) without acknowledging the source.
2. Submitting work done by another student—in part or in whole—in place of original work.
3. Submitting assignments received from the Internet, from commercial firms or from any other person or group.
4. Knowingly aiding another student in plagiarizing an assignment as defined above.

You may not submit work that is part of a group consultation unless it is related to an assignment your syllabus specifically indicates is to be completed as part of a group. If you study for an exam with a review group, you may not reproduce any answers that others have written and submit it as your own work. You may not share with others answers to exam questions you have composed in advance. Any of these actions will be considered plagiarism.

Plagiarism will result in academic penalty, and may result in failure in the assignment, failure in the course, and further disciplinary action.

LATE WORK

Late assignments should be avoided. All assignments that are late will be marked down 10% per day they are late, starting one minute after midnight the day they are due for five successive days and will earn a zero thereafter.

SYLLABUS

The content of this syllabus is subject to change and modifications when deemed necessary.