



MG100 (3 credits)
INTRODUCTION TO BUSINESS
ACCESS Session Wintermester 2021 (ONLINE)
December 20, 2020-January 9, 2021

Instructor:

Email:

Phone:

Office Hours:

COURSE DESCRIPTION

An overview of the fundamentals of business operation, including an examination of basic business functions such as management, marketing, production, and financing. Contemporary business problems, and the changing economic and social environments and their effect on business decisions are discussed. An introduction to Excel is given. This course does not satisfy a management elective. **Prerequisite:** None

Management Specific Outcomes:

1. Define ethical behavior in the workplace and identify methods for dealing with unethical behavior; demonstrate an awareness of the role of such influencers as cultural diversity, a dependence on the law, acceptable past practice, etc. on ethical behavior. (SLO 3)
2. Understand the complete range of processes and skills required for effective talent management (hiring, staff development, career management, performance evaluation, reward systems, etc.) for a diverse and global workforce. (SLO 4)
3. Become familiar with management data analysis tools, such as decision trees, MS Excel, etc. (SLO 5)

Course Specific Outcomes:

At the end of the course, the student will have:

- Gained an understanding of the basic concepts of business;
- Gained an appreciation of the importance of the separate business functions, the management of these functions, and how each function affects the other functions within the modern organization;
- Developed an idea and plan for a compelling business opportunity;
- Learned introductory Excel skills.

INSTRUCTIONAL STRATEGY

We will learn the foundational concepts of business operations using a variety of methods:

- through the presentation of business concepts from text readings, online lectures, and a discussion board;
- through team-based work where you will discuss specific topics, formulate critical questions, and develop appropriate answers to those questions;
- through individual assignments and activities for building and testing your knowledge;
- through class projects and detailed examinations of established firms;
- through the development of a business plan to better understand the relevance of theoretical principles by using them in a realistic setting.

REQUIRED COURSE MATERIALS (Online Textbook)

1) Online Textbook (Get the E-Book, NOT the hardcopy!)

Connect 1 Semester Online Access for Understanding Business (12th Edition). ISBN: 9781260211078

By: James McHugh, William Nickels, and Susan McHugh. © 2019, McGraw Hill Education.

This e-book is available through the DeSales University Bookstore, or online direct from the publisher:

<https://www.mheducation.com/highered/product/M1259929434.html#buying-options>

Beware of third-party booksellers (e.g. Amazon, textbooksdirect.com) which are **not recommended** due to inconsistencies in what they deliver; buying direct from the publisher or DSU bookstore should prevent these problems. The publisher’s direct price is often less expensive than the bookstore price. Before buying, please check with your financial aid provider to determine whether non-bookstore purchases are considered eligible expenses.

**** Please note:** This required ELECTRONIC textbook is a McGraw-Hill Connect eBook which includes extensive online resources that we will use throughout the semester. **Do not purchase the hardcopy textbook** unless you want it as a supplement to the e-version; **the e-version is required** to complete assignments.

**** Each student MUST purchase their own e-book access code to participate in this class. ****

Recommended Reading:

Your ability to excel in this and future courses - and your career - will be enhanced if you become and remain familiarized with the language and current events of the field by regularly reading/scanning the online and print versions of other prominent business publications (e.g. *Business Week*, *Fortune*, *Forbes*, *The Economist*, etc.).

EVALUATION

To achieve the objectives of this course, academic ability will be assessed by evaluating:

- your knowledge and understanding of the concepts and terminology presented and discussed;
- your written and presentation communication skills;
- your ability to apply the course content effectively using creative and critical thinking skills.

To evaluate each student’s abilities in these areas, a variety of assignments and assessment tools will be used, including quizzes and examinations, written assignments, discussion boards, as well as a team project that includes a written memo, presentation, and peer evaluation. Evaluation of written assignments and presentations will be based on the quality of content, depth of analysis, originality/creativity, and the overall quality of the “mechanics” (**including the proper use of language, spelling, punctuation, grammar, and format**).

FINAL GRADE CALCULATION (based on points earned / total possible points)

GRADE	PERCENT	GRADE	PERCENT
A	93 - 100%	C	73 - 76.99%
A-	90 - 92.99%	C-	70 - 72.99%
B+	87 - 89.99%	D+	67 - 69.99%
B	83 - 86.99%	D	60 - 66.99%
B-	80 - 82.99%	F	Below 60%
C+	77 - 79.99%		

GRADING

Your final grade will be based on performance in several activities and efforts. The weight for each is as follows:

- | | |
|-----------------------------------------------------------------|------|
| 1. Homework, Class Participation, Discussions, and Contribution | 25% |
| 2. Exams (50% of total grade): | |
| a. Midterm Exam | 20 % |
| b. Final Exam | 25 % |
| 3. Team Project - Business Plan, Presentation and Peer Review | 30 % |

DISCUSSION BOARDS on BLACKBOARD

Each week, you should read the assigned materials and answer the corresponding questions posted on the Discussion Board in Blackboard. Also, you should reflect on and respond to your classmates' thoughts and ideas and engage in the conversation like being in a physical classroom. Your contributions to the Discussion Board are an important part of the online class format and are a significant component of your final grade. As a general guideline for grading, the "Online Discussion Rubric" included in the Course Resources folder on Blackboard will be used. Outside material must be cited.

TECHNOLOGY REQUIREMENTS

General requirements include a high-speed internet connection and working email address (primarily for communication and Blackboard access outside of the classroom) and a standard PC with printer capabilities and Microsoft Office suite (available to all DSU students for download) or similar software. Given the online format of this course, a PC with speakers, microphone, and webcam may be required for specific assignments. Software applications (e.g. Zoom conferencing) are provided in Blackboard, and technical support is available via the helpdesk.

CLASS RECORDING POLICY

By registering for, or attending DeSales University courses, individuals consent to the recording of classes within the scope of the DeSales University Class Recording Policy, available at www.desales.edu/policies.

ATTENDANCE / PARTICIPATION POLICY

All students are expected to participate in and contribute to each week's discussion boards, and other online meetings as scheduled (if needed). Details will be posted in advance and via email.

ACCESS Attendance Policy

In ACCESS, course attendance/participation is required. Students who do not attend or participate risk being dropped, withdrawn, or receiving a failing grade in the course. Students who have been withdrawn from the course will be refunded in accordance with the course withdrawal policy.

ASSIGNMENTS / FINAL GRADE COMPONENTS

- 1. Homework, Online Participation and Engagement, and Overall Contribution (25%):** Multiple homework activities will be assigned throughout the semester. In the spirit of fairness, requests for individual "extra credit" work will not be considered. Your eagerness to meaningfully participate in the class discussion boards will contribute significantly to the learning environment, so please be prepared each week by having read the assigned materials in advance.

Given the online format of this class, it is imperative that you demonstrate your understanding and application of the course material via the discussion board. Each week, you should contribute your unique insights, experiences,

and reflections on the topic at hand by answering the discussion board questions and developing a conversation surrounding your and your classmates' comments and ideas. Being prepared to discuss the week's readings and assignments will greatly improve the flow and quality of each session. Lack of participation, and/or meaningless last-minute posts to the discussion board to make a "bare minimum" contribution should be avoided. A general "Online Discussion Rubric" guideline for how this component is scored is posted under the "Course Resources" tab on Blackboard.

**** Engagement: Timely completion of weekly McGraw-Hill CONNECT / LEARNSMART Assignments**

Each segment, a set of LEARNSMART questions will be assigned to you as part of the online text readings through McGraw-Hill CONNECT; these are designed to reinforce the course content covered in our online textbook and to promote classroom discussion. The reading and questions should be completed by Tuesday at midnight. Your performance on these LearnSmart assignments is captured automatically as a "student engagement" score, which will contribute to your overall participation score. **Please plan accordingly to complete this on time.**

2. **Exams (45%):** The two exams (midterm and final) may include a combination of multiple choice, true-false, short answer, and/or short essay questions. Each exam will be used to evaluate your knowledge of the terminology and concepts presented in the textbook and other materials covered during the weekly sessions. Read and review all assigned materials, lecture videos, and your lecture notes carefully.

There are no make-up exams. Please complete the exams by the announced deadline; failure to complete an exam by the deadline will result in a score of zero. In the case of an emergency that prevents completion of an exam on time, the instructor may extend the deadline with appropriate approval and documentation.

ASSIGNMENTS / FINAL GRADE COMPONENTS, cont'd.

3. Team Project - Business Plan , Presentation and Peer Evaluation (30%):

- You will work together in assigned teams to identify and evaluate a viable idea / opportunity for a new business venture, which will be initially presented to the instructor by **December 26th**. Upon the instructor's approval, your team will then proceed to develop a business plan for the proposed new venture.
- A business plan is a detailed written statement that describes the nature of the new business and its industry, its target market, the competitive advantages it will have in relation to its rivals, its potential for success and growth, the resources needed and qualifications of the owner(s), and other factors. In addition, a business plan presents the entrepreneur's strategy to exploit the identified business opportunity and forces the entrepreneur to be specific about the products and services they intend to offer. It identifies the factors that will determine whether the venture will be successful and serves as a critical tool for raising startup capital. When talking with bankers or other investors, a business plan is mandatory.
- A description and outline of a comprehensive business plan is located on pages 154-155 in Chapter 6 of the textbook, and many good examples can be found online. Your team's business plan for this assignment should be approximately 12-15 pages long (double-spaced, 10-12 font).
- All information for the project can be found in the Course Project Folder in BlackBoard.
- **Teams will present their completed business plans to the class (the investment community) the week before the final week of class.** Your instructor will play the role of the lead investment banker; your team must sell your idea to raise the required startup capital in the form of a loan you are requesting. Each team member is required to contribute to and participate in the presentation. **The full plans from all teams must be submitted by the designated due date.** More details on this assignment will be provided by your instructor via email and on Blackboard.
- As a team effort, all members of each team will receive the same grade for the business plan and presentation. **"Free-riding"** is an unfortunate yet common occurrence in organizations in which a member of a team contributes less than their fair share of the work. Should a problem of this nature arise during the semester, the team should first address the problem internally by assisting and encouraging the team member in question to improve their contribution level. If the problem cannot be resolved in this manner, your instructor needs to be notified immediately to take further corrective actions; bringing problems to your instructor's attention at the last minute will prevent an appropriate correction. It is the responsibility of the team to provide timely notification to the instructor of any problems, and justification for any intervention. In extreme cases, the offending team member(s) may be "fired" from the team and required to complete the assignment on his/her/their own. **Peer reviews at the end of the semester will be used to assess the level of each team member's contribution to the project.**

→ Students who do not submit peer evaluations by the deadline **will receive a zero on this grade component.**

ASSIGNMENT DUE DATES, FORMAT, AND LATENESS

All assignments should be completed and submitted in the format specified by the instructor by the scheduled due date. Please use a computer and Word, Excel, etc. to complete assignments; handwritten submissions are not professional or acceptable (unless specified). It is strongly advised - and your responsibility - to save electronic backup copies of all assignments, should any problems arise.

Late submissions of assignments are strongly discouraged and will be assessed a 20% penalty for each day past due. After four days, the grade for the overdue assignment will be a zero. In extraordinary circumstances (e.g. documented medical emergency), an extension to the original due date may be requested, but such a request should be made, and approval received prior to the due date. Requests for extensions on or after the due date will generally not be considered.

QUALITY OF WORK

As is fitting the high caliber of the DeSales University Division of Business / ACCESS programs and students, **your work should reflect professionalism and quality that comes from attention to detail.** Review your work before turning it in. Submitted assignments that have careless grammatical, spelling, punctuation, and other errors will be assessed a penalty and/or returned to the student to revise and resubmit. Review your work before turning it in.

**** If you need help, it is available!** The DSU Academic Resource Center (located in Dooling Hall – Room 23) has a Professional Writing Coordinator to provide individual assistance to students in all areas of written expression. Visit them at: <https://www.desales.edu/academics/academic-support-resources/academic-resource-center>.

**** UNIVERSITY POLICY ON ACADEMIC HONESTY**

The University expects that its students will conduct themselves in accordance with the highest level of academic standards. **Plagiarism, cheating, and other inappropriate behaviors will not be tolerated and are subject to severe penalties.** Violations will be addressed according to the regulations published in the DeSales University Undergraduate Catalog and Student Handbook. Penalties are severe and may include failing the assignment, failing the course, and/or dismissal from the University.

The following passages are excerpts from the DeSales University Undergraduate Catalog:

Plagiarism is the act of copying the ideas, and/or speculations, and/or language of any other person or persons and presenting this material as one's own original work in order to satisfy any academic requirement or complete any academic project. Plagiarism takes place when a person makes any use of another person's unique and distinctive terminology, whether it is a single word or phrase or extended passage, without acknowledgment. This need not be verbatim use; it is considered plagiarism when a person uses his/her own language to alter the original expression of the idea or speculation of another person or persons.

Plagiarism also takes place when a person disguises the language of another person or persons by altering the formal elements of the original (e.g., diction, syntax, grammar, punctuation) and submitting it as his or her own, to satisfy any academic requirement or complete an academic project. Plagiarism will be considered to have occurred regardless of the person's intent to deceive.

COURSE EVALUATION

At the end of the course, all students should complete an online course evaluation through CoursEval. This important tool provides valuable feedback that is used to improve the course content and design for future students. The link for the evaluation will come to your DeSales email account. You will need your login and password to access the evaluation form. If you've forgotten your password, contact the help desk at 610-282-1100, ext. 4357.

NOTE: Instructor is unable to view evaluations and comments until after grades have been posted.

STUDENTS WITH DISABILITIES

Students with a documented disability who wish to request academic accommodations should contact the Coordinator of Learning and Disability Services (Dooling Hall, Room 26; 610-282-1100, ext. 1453).

COURSE SCHEDULE (TENTATIVE*)

* While every attempt to keep this schedule will be made, I reserve the right to adjust as needed for unforeseen circumstances.

WEEK	DATES	TOPIC & READINGS	ASSIGNMENTS DUE
1.1	12/20-23	<p>** Course Opens on Sunday December 20th** Course Introduction and Overview</p> <p>Read Chapters 1 & 2: Taking Risks and Making Profits Understanding Economics</p>	<p>Review Syllabus, take Syllabus quiz and purchase Online Textbook</p> <p>Answer LearnSmart Questions while reading Chapters 1 & 2</p> <p>Watch lecture videos</p> <p>Do Introduction Discussion Board post and responses</p>
1.2	12/24-26	<p>Read Chapters 3 – 5: Doing Business in Global Markets Ethics and Social Responsibility How to Form a Business</p> <p>Teams Assigned by Instructor</p>	<p>Answer LearnSmart Questions while reading Chapters 3 -5</p> <p>Watch lecture videos</p> <p>Discussion Board post and responses</p> <p>Contact teammates and discuss team project</p> <p>Take BOAT assessment</p> <p>Homework: Team Proposals due December 26th</p>
2.1	12/27-12/30	<p>Read Chapters 6,7 and 9: Entrepreneurship and Small Business Management and Leadership Production and Operations Mgmt</p> <p>MIDTERM EXAM</p>	<p>Answer LearnSmart Questions while reading Chapters 5, 6 and 9</p> <p>Watch lecture videos</p> <p>Discussion Board post and responses</p> <p>MIDTERM exam due by December 31</p> <p>Homework: see Week 3 Action Item 4</p>

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2.2	12/31-1/2	<p>Read Chapters 10 & 11: Motivating Employees Human Resource Management</p>	<p>Answer LearnSmart Questions while reading Chapters 10 & 11</p> <p>Watch lecture videos</p> <p>Discussion Board post and responses</p> <p>Homework: see Week 4 Action Item 4</p>
WEEK	DATES	TOPIC & READINGS	ASSIGNMENTS DUE
3.1	1/3-1/6	<p>Read Chapters 13 & 15 & 17</p> <p>Marketing: Helping Buyers Buy Distributing Products Understanding Accounting and Financial Info</p> <p>TEAM FINAL PROJECTS PEER EVALUATIONS</p>	<p>Answer LearnSmart Questions while reading Chapters 13 & 15 & 17</p> <p>Watch lecture videos</p> <p>Discussion Board post and responses</p> <p>Homework:</p> <ol style="list-style-type: none"> 1. TEAM PROJECTS DUE by January 6th 2. Submit Peer Evaluations
3.2	1/7-1/9	<p>FINAL WEEK OF CLASS</p> <p>Read Chapters 19 & 20: Using Securities Markets Money, Financial Institutions, and the Fed</p> <p>FINAL EXAM COURSE EVALUATIONS</p> <p>** Course Closes on Saturday August 8th **</p>	<p>Answer LearnSmart Questions while reading Chapters 19 & 20</p> <p>Watch lecture videos</p> <p>Discussion Board post and responses</p> <p>FINAL EXAM – Due by January 9th Complete Course Evaluations</p>