

Business

BUSN-5000

S1 2021 Section JA 3 Credits 01/04/2021 to 03/05/2021 Modified 12/08/2020

Meeting Times

LECTURE/DISCUSSION

TUESDAY EVENINGS

Tuesday, 5:30 PM to 9:30 PM, ZOOM

Contact Information

Professor: Dr. Joe Wallace

Email: wallace@webster.edu

Phone: 352-208-0099

Generally, I will sign on to Zoom by 5:00 p.m. prior to our class meeting at 5:30. This will provide time for any questions or concerns and allow students to sign on a bit early to address complications.

Students may contact me via text or calling 352-208-0099 or email at wallace@webster.edu. **I do not check emails during class**, so contact me prior to class if possible if you have an issue. Be sure to include your name and if you are located at another campus, please indicate which campus you attend. **You can text me during class** if you are having difficulty signing on to Zoom or have other issues that prevent you from signing into the class.

Description

This course is designed to provide a foundation in such general business concepts as economics, finance, accounting, business law, marketing, and other business systems.

Requisites

None

Outcomes

- To develop familiarity with the language and terminology of business.
- To become familiar with the basic theories, concepts, and practices of the basic functional areas of business.
- To develop an understanding of the benefits of free enterprise capitalism, as well as the dangers of unfettered capitalism.
- To develop an understanding of profit and profitability, and the important role it plays in the operation of organizations.
- To become familiar with the basic business functions and how they properly work together in an integrated way to improve organizational performance.
- To develop an understanding of the importance of international issues in modern business as well as develop an appreciation for the cultural, economic, political, and financial differences that must be taken into account if international business is to be effectively pursued.

Required Textbook

(On ground) Business Essentials

Author: Ebert
Publisher: Pearson
Edition: 12th
ISBN: 978-0134728391

☰ Deliverables

Oral and Written Presentations: One page Article Review or a Team Group Assignment Case Study as assigned during class: Current Article on Business subjects, and topics from our classroom discussions from the text. Also, each student will also be assigned a company to do an in-depth research study. Companies chosen will be from the Top 100 Best Companies to Work for in 2020 by Fortune Magazine.

Oral and Written Presentation: Article Presentation As Assigned: Current Article on a Business Topic

When assigned during class, each student will select a business news article from a reputable source to be presented in class. Selections will be made during class time for the next class meeting. A one-page written summary of the article will also be due prior to each class meeting. Written reviews are due Monday night by 9 PM prior to the next Tuesday evening class meeting each week. They may be uploaded on the Worldwide Classroom under Assignments.

Articles should address topics like Internal and external business environments, corporate culture, domestic and global business environment, technological environment, the political-legal environment, the sociocultural environment and economic environment, what business main goals and functions are, and how the external environments of business affect the success and failure of any organization.

Do not send a link to the article. At the top of the page, put Your Name, Indicate Week #3, #5, #6, etc., Title of Article, Author(s), Publication, and Date of Publication. Articles should be relatively current, nothing over two years old will be accepted. You can find business articles by "Googling" Wall Street Journal online, Business Week, Forbes, or any reputable publication including the Business Edition of the local newspaper. Try to avoid articles about the Pandemic's affect on business. There are other topics out there that address other important business issues.

Prior to writing the article, You will be requesting your choice sometime during the class period for the next meeting. Each review should include the (1.) Your name, (2.) Title of article, (3.) Author/Reporter, (4.) Publication and (5.) Date of Publication. Again, so not send a link to the article, I will not open it. I will give you an approval response at the time you select the article, so that you can proceed with your one-page review. This measure prevents two students from submitting the same article. You must submit your written article review by 9 PM on Monday night prior to our Tuesday meeting.

Week #9: Formal Paper and Presentation: Company Profile:

On Week 9, students will present their final formal presentation which is a company profile. Due by Week 9 is an oral presentation to the class. This is a formal written document in APA Style that will be created about a company from a list approved and assigned by the professor. The formal paper will be written in APA style with a title page according to specific instructions to be provided in the assignments section of the World Classroom. The document will include a brief history of the company and address business functions of the company with regard to planning, organization, control, leadership, ethics and social responsibility. Each of these topics should be covered in some detail in the analysis of the company. The document shall be in Times New Roman, Font Size 12, Double Spaced. The final document should be five to ten pages in length. An outline of detailed instructions will be provided including specific instructions for a title page. You must submit your final paper via email or on Worldwide Classroom by 9 p.m. on the Monday evening, March 1 prior to our Week #9 Tuesday class on March 2.

✓ Evaluation

Grading Elements	Max. Points	Scale	Grade
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Attendance, assignments - 25%	100		371-400	A
Article Reviews- Team Activities - 25%	100		358-370	A-
Oral Presentation - 25%	100		331-357	B
FinalWritten Presentation - 25%	<u>100</u>		319-330	B-
			279-318	C
Total Points	400		<=278	F

Breakdown

Schedule

When	Topic	Notes
LECTURE WEEK #1 1/5/2021 01/05/2021 5:30 PM - 9:30 PM ZOOM - Go to World Classroom to join Zoom.	LECTURE, CLASS SYLLABUS, ASSIGNMENTS AND CHAPTERS 1 AND 2	<p>Starting Week 1, each student should find a business article from a reputable source such as Business Week, Forbes, Wall Street Journal, even the local paper Business Section that deals with Business functions.</p> <p>THIS WILL BE DONE DURING CLASS TIME EACH WEEK. Each week you must upload your article review to the World Classroom on Monday evening before 9 p.m. with the following:</p> <ol style="list-style-type: none"> 1. your name, 2. title, 3. author/reporter, 4. publication and 5. date of publication <p>Assignment for Week 2: read Chapters 3 and 4 of the text. SEE FURTHER INSTRUCTIONS IN THE ASSIGNMENTS SECTION OF THE WORLD CLASSROOM.</p>
LECTURE WEEK #2 01/12/2021 5:30 PM - 9:30 PM ZOOM Go to World Classroom to join Zoom.	LECTURE, CLASS SYLLABUS, ASSIGNMENTS AND CHAPTERS 3 AND 4	<p>During this class you will be assigned a company to do a research paper. This will be your final presentation and formal document to turn in and present to the class on Week #9. This is part of your final exam.</p> <p>Assignment for Week #3, read Chapters 5 and 6. During the class period you will be given t</p> <p>ARTICLE REVIEWS. Articles will be assigned during class time. Please check the topics of the chapters to be covered each week and Google articles from reputable sources for engaging articles to review in a one page document and to present to the class orally. NOTE: ALWAYS UPLOAD YOUR ARTICLE REVIEW TO THE WORLD CLASSROOM BY MONDAY AT 9 P.M. PRIOR TO OUR MEETINGS ON TUESDAYS.</p>
LECTURE WEEK #3 01/19/2021 5:30 PM - 9:30 PM ZOOM Go to World Classroom to join Zoom.	LECTURE, CHAPTERS 5 AND 6 AND ARTICLE REVIEWS	<p>Discuss Chapters 5 and 6 and present article reviews. Assignment for Week #4, read Chapters 7 and 8 and prior to class select an article to review for Week #4. NOTE: ALWAYS UPLOAD YOUR ARTICLE REVIEW TO THE WORLD CLASSROOM BY MONDAY AT 9 P.M. PRIOR TO OUR MEETINGS ON TUESDAYS.</p>

When	Topic	Notes
LECTURE WEEK #4 01/26/2021 5:30 PM - 9:30 PM ZOOM	LECTURE, CHAPTERS 7 AND 8 AND ARTICLE REVIEWS	Discuss Chapters 7 and 8 and present article reviews. Assignment for next week: Chapters 9 and 10. Prior to class select an article to review for Week #5. NOTE: ALWAYS UPLOAD YOUR ARTICLE REVIEW TO THE WORLD CLASSROOM BY MONDAY AT 9 P.M. PRIOR TO OUR MEETINGS ON TUESDAYS.
LECTURE WEEK #5 02/02/2021 5:30 PM - 9:30 PM ZOOM Go to World Classroom to join Zoom.	LECTURE, CHAPTERS 9 AND 10 AND ARTICLE REVIEWS	Discuss Chapters 9 and 10 and present article reviews. Assignment for next week: Chapters 11 and 12. Prior to class select an article to review for Week #6. NOTE: ALWAYS UPLOAD YOUR ARTICLE REVIEW TO THE WORLD CLASSROOM BY MONDAY AT 9 P.M. PRIOR TO OUR MEETINGS ON TUESDAYS.
LECTURE WEEK #6 02/09/2021 5:30 PM - 9:30 PM ZOOM Go to World Classroom to join Zoom.	LECTURE, CHAPTERS 11 AND 12 AND ARTICLE REVIEWS	Discuss Chapters 11 and 12 and present article reviews. Assignment for next week: Chapters 13 and 14. Prior to class select an article to review for Week #7. NOTE: ALWAYS UPLOAD YOUR ARTICLE REVIEW TO THE WORLD CLASSROOM BY MONDAY AT 9 P.M. PRIOR TO OUR MEETINGS ON TUESDAYS.
LECTURE WEEK #7 02/16/2021 5:30 PM - 9:30 PM ZOOM	LECTURE, CHAPTERS 13 AND 14 AND ARTICLE REVIEWS	Discuss Chapters 13 and 14 and present article reviews. Assignment for next week: Chapters 15, 16, and 17. Prior to class select an article to review for Week #8. We will also take time to respond to questions about your Business Profile final paper due on Week #9. NOTE: ALWAYS UPLOAD YOUR ARTICLE REVIEW TO THE WORLD CLASSROOM BY MONDAY AT 9 P.M. PRIOR TO OUR MEETINGS ON TUESDAYS.
LECTURE WEEK #8 02/23/2021 5:30 PM - 9:30 PM ZOOM Go to World Classroom to join Zoom.	LECTURE, CHAPTERS 15, 16, 17 AND ARTICLE REVIEWS	Discuss Chapters 15, 16, and 17 and present article reviews. Assignment for next week Final Paper due on Monday, March 1 by 9 p.m. prior to Week #9 class meeting on Tuesday, March 2. Check the Assignment Page in the Assignments Tab of the World Classroom for Specific Instructions for completing your final Business Profile.
FINAL PRESENTATION WEEK #9 03/02/2021 5:30 PM - 9:30 PM ZOOM Go to World Classroom to join Zoom.	FINAL PRESENTATIONS DUE	Be sure to submit your final document by uploading to the World Classroom by 9 p.m. on Monday, March 1, 2021 prior to our final meeting on Tuesday, March 2.

* Course Policies

Institutional Policies

Academic Policies

Academic policies provide students with important rights and responsibilities. Students are expected to familiarize themselves with all academic policies that apply to them. Academic policies for undergraduate students can be found in the Undergraduate Studies Catalog; graduate students should review the Graduate Studies Catalog.

Undergraduate Studies Catalog

The Undergraduate Studies Catalog contains academic policies that apply to all undergraduate students. The *academic policies and information* section of the catalog contains important information related to **attendance, conduct, academic honesty, grades, and more**. If you are an undergraduate student, please review the catalog each academic year. The current Undergraduate Studies Catalog is at:

<http://www.webster.edu/catalog/current/undergraduate-catalog/> (<http://www.webster.edu/catalog/current/undergraduate-catalog/>)

Graduate Studies Catalog

The Graduate Studies Catalog contains academic policies that apply to all graduate students. The *academic policies* section of the catalog contains important information related to **conduct, academic honesty, grades, and more**. If you are a graduate student, please review the catalog each academic year. The current Graduate Studies Catalog is at:

<http://www.webster.edu/catalog/current/graduate-catalog/> (<http://www.webster.edu/catalog/current/graduate-catalog/>)

Grading

The Grades section of the academic catalog outlines the various grading systems courses may use, including the information about the final grade reported for this class.

Undergraduate

<http://www.webster.edu/catalog/current/undergraduate-catalog/academic-policies.html#grading>
(<http://www.webster.edu/catalog/current/undergraduate-catalog/academic-policies.html#grading>)

Graduate

<http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html#grades>
(<http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html#grades>)

Incomplete

There are important policies that govern grades of Incomplete (I), including the circumstances under which Incomplete grades are granted, deadlines for completion, and consequences should the remaining course work not be completed. It is the responsibility of a student who requests an Incomplete to ensure that he/she understands and follows the policies.

Grade Appeals

Instructors are responsible for assigning grades, and student should discuss grade issues with the instructor. Policies and procedures for appealing grades are available in the appropriate catalog.

Academic Honesty Policy

Webster University is committed to academic excellence. As part of our Statement of Ethics, we strive to preserve academic honor and integrity by repudiating all forms of academic and intellectual dishonesty, including cheating, plagiarism and all other forms of academic dishonesty. Academic dishonesty is unacceptable and is subject to a disciplinary response. Students are encouraged to talk to instructors about any questions they may have regarding how to properly credit others' work, including paraphrasing, quoting, and citation formatting. The university reserves the right to utilize electronic databases, such as Turnitin.com, to assist faculty and students with their academic work.

The University's Academic Honesty Policy is published in academic catalogs:

Undergraduate

<http://www.webster.edu/catalog/current/undergraduate-catalog/academic-policies.html>
(<http://www.webster.edu/catalog/current/undergraduate-catalog/academic-policies.html>)

Graduate

<http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html>
(<http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html>)

As a part of the University commitment to academic excellence, the Academic Resource Center provides student resources to become better acquainted with academic honesty and the tools to prevent plagiarism in its many forms:

http://www.webster.edu/arc/plagiarism_prevention/ (http://www.webster.edu/arc/plagiarism_prevention/)

Statement of Ethics

Webster University strives to be a center of academic excellence. The University makes every effort to ensure the following:

- The opportunity for students to learn and inquire freely
- The protection of intellectual freedom and the rights of professors to teach
- The advancement of knowledge through scholarly pursuits and relevant dialogue

To review Webster University's statement of ethics, see the Undergraduate Studies Catalog and the Graduate and Studies Catalog:

Undergraduate

<http://www.webster.edu/catalog/current/undergraduate-catalog/overview.html#ethics>
(<http://www.webster.edu/catalog/current/undergraduate-catalog/overview.html#ethics>)

Graduate

<http://www.webster.edu/catalog/current/graduate-catalog/ethics.html> (<http://www.webster.edu/catalog/current/graduate-catalog/ethics.html>)

Contact Hours for this Course

It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, the content must be covered at another time.

Important Academic Resources

Academic Accommodations

Webster University makes every effort to accommodate individuals with academic/learning, health, physical and psychological disabilities. To obtain accommodations, students must identify themselves and provide documentation from a qualified professional or agency to the appropriate campus designee or the Academic ADA Coordinator at the main campus. The Academic ADA Coordinator may be reached at 314-246-7700 or disability@webster.edu (<mailto:disability@webster.edu>).

If you have already identified as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor of the accommodations you will require for this class at the beginning of the course.

Academic Resource Center

Additional support and resources may be accessed through the Academic Resource Center (ARC). Support and resources include academic counseling, accommodations, assistive technology, peer tutoring, plagiarism prevention, testing center services, and writing coaching. Visit www.webster.edu/arc (<http://www.webster.edu/arc>) or Loretto Hall 40 on the main campus for more information.

Student Success Portal

Webster University's Student Success Portal, powered by Starfish, is a communications tool to connect students with faculty members and campus support services. It allows faculty and staff members to communicate with you regarding academic achievements as well as areas where support may be helpful. You may use the portal to contact faculty and staff members for

assistance and to arrange meetings. Activity in the portal will be communicated to your Webster University email account. The Student Success Portal is available via your course home page in WorldClassRoom or via Connections. Learn more about the Student Success Portal at <http://www.webster.edu/success/students.html> (<http://www.webster.edu/success/students.html>).

University Library

Webster University Library is dedicated to supporting the research needs and intellectual pursuits of students throughout the University's worldwide network. Resources include print and electronic books, journal articles, online databases, DVDs and streaming video, CDs and streaming music, datasets, and other specialized information. Services include providing materials at no cost and research help for basic questions to in-depth exploration of resources. The gateway to all of these resources and services is <http://library.webster.edu> (<http://library.webster.edu/>). For support navigating the library's resources, see <http://libanswers.webster.edu/> (<http://libanswers.webster.edu/>) for the many ways to contact library staff.

Drops and Withdrawals

Drop and withdrawal policies dictate processes for students who wish to unenroll from a course. Students must take proactive steps to unenroll; informing the instructor is not sufficient, nor is failing to attend. In the early days of the term or semester, students may DROP a course with no notation on their student record. After the DROP deadline, students may WITHDRAW from a course; in the case of a WITHDRAW, a grade of W appears on the student record. After the WITHDRAW deadline, students may not unenroll from a course. Policies and a calendar of deadlines for DROP and WITHDRAW are at:

Undergraduate

<http://www.webster.edu/catalog/current/undergraduate-catalog/enrollment.html>
(<http://www.webster.edu/catalog/current/undergraduate-catalog/enrollment.html>)

Graduate

<http://www.webster.edu/catalog/current/graduate-catalog/enrollment.html>
(<http://www.webster.edu/catalog/current/graduate-catalog/enrollment.html>)

Academic Calendar - <http://www.webster.edu/academics/academic-calendar/>
(<http://www.webster.edu/academics/academic-calendar/>)

Current tuition rates, policies, and procedures, including details of pro-rated tuition refunds, are available in the "Tuition, Fees, and Refunds" section of Webster's Academic Catalogs:

Undergraduate

<http://www.webster.edu/catalog/current/undergraduate-catalog/tuition.html>
(<http://www.webster.edu/catalog/current/undergraduate-catalog/tuition.html>)

Graduate

<http://www.webster.edu/catalog/current/graduate-catalog/tuition.html> (<http://www.webster.edu/catalog/current/graduate-catalog/tuition.html>)

Student Handbook and Other Important Policies

Student handbook and other non-academic policies may apply to you and may impact your experience in this class. Such policies include the student code of conduct, privacy, technology and communications, and more. Please review the handbook each year and be aware of policies that apply to you. The handbook is available at:

<http://www.webster.edu/student-handbook/> (<http://www.webster.edu/student-handbook/>)

Sexual Assault, Harassment, and Other Sexual Offenses

Webster University makes every effort to educate the community to prevent sexual assault, harassment, and other sexual offenses from occurring, and is committed to providing support to those affected when this behavior does occur. To access information and resources or to review the Policy on Sexual Assault, Harassment, and Other Sexual Offenses, visit:

<http://www.webster.edu/sexual-misconduct/> (<http://www.webster.edu/sexual-misconduct/>)

Research on Human Subjects

The Webster University Institutional Review Committee (IRB) is responsible for the review of all research on human subjects. The IRB process applies to all Webster University faculty, staff, and students and must be completed prior to any contact with human subjects. For more information on the IRB, visit:

<http://www.webster.edu/irb/index.html> (<http://www.webster.edu/irb/index.html>)

Course Evaluations

At the end of this course, you will have the opportunity to provide feedback about your experience. Your input is extremely valuable to the university, your instructor, and the department that offers this course. Please provide your honest and thoughtful evaluation, as it helps the university to provide the best experience possible for all of its students.

Important Technology Information

Connections Accounts

Webster University provides all students, faculty, and staff with a University email account through Connections. Students are expected to activate their Connections account and regularly check incoming University email. Students may choose to have their University email forwarded to an alternate email address. Connections account holders can call the Help Desk (314-246-5995 or toll free at 1-866-435-7270) for assistance with this setup. Instructions are also provided on the Information Technology website at:

<http://www.webster.edu/technology/service-desk/> (<http://www.webster.edu/technology/service-desk/>)

WorldClassRoom

WorldClassRoom is Webster's Learning Content Management System (LMS). Your instructor may use WorldClassRoom to deliver important information, to hold class activities, to communicate grades and feedback, and more. WorldClassRoom is available using your Connections ID at:

<https://worldclassroom.webster.edu/> (<https://worldclassroom.webster.edu/>)

Webster Alerts

Webster Alerts is the University's preferred emergency mass notification service, available free to current students, faculty and staff at all US campuses. By registering a valid cell phone number and email address, you will receive urgent campus text, voice mail and email communications. Valuable information concerning a range of incidents affecting you - from weather-related campus closures, class delays and cancellations, to more serious or life-threatening events - are immediately and simultaneously delivered through multiple communication channels. To register for Webster Alerts, visit:

<http://www.webster.edu/technology/services/webster-alerts/> (<http://www.webster.edu/technology/services/webster-alerts/>)

Campus Information
