The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: Introduction to Business  Course number: 1347  Course Section: A
Credit. Hours: 3 credits  Semester: Fall/15  Prerequisite: None
Days & hours: Monday & Wednesday – 3:10-4:25 PM  Room: Strake 207
BlackBoard site: MGMT 1347 on BlackBoard

2. Instructor Information

Name: Sujin K. Horwitz, Ph.D., SPHR, SHRM-SCP  Office location: 215B Welder Hall
Office phone: 713-525-2122  Office hours: Mon & Wed–12:30-1:30 pm & 4:30-6:30 pm
Th–12 -1pm & 2-4 pm and by appointment
Where to leave assignments: BB Assignments Link

Emergency phone: 713-525-2100  **E-mail: horwits@stthom.edu  Fax number: 713-525-2110

**Course Correspondence:** My preference is to communicate via email. If you need to speak to me
in person, please visit me at Welder 215B during my office hours (and by appointment in advance).
In doing so, I will respond to your questions within 24 hours or sooner. Please make sure to use your
stthom email or have emails forwarded to the account you use regularly as course communication
will be sent to your stthom email.

Where to leave assignments: Via Blackboard

3. Course Catalog Description

This course serves as an introduction to the functions of Business. These Business functions are
Accounting, Finance, Marketing, Business Ethics and Social Responsibility, Small Business and
Entrepreneurship, Business Communication, Economics, International Business, Management,
Management Information Systems, Distribution, and Operations.

4. Program Goals and Objectives

Goal 1. They will be able to communicate effectively.
Objective 1: Graduates will deliver a compelling oral presentation.
Objective 2: Graduates will demonstrate mastery of communication technology.
Objective 3: Graduates will write professional quality documents.

Goal 2. They will be adept at critical thinking.
Objective 1: Graduates will analyze problems in-depth.
Objective 2: Graduates will evaluate data thoroughly.
Objective 3: Graduates will present feasible solutions for problems.
Goal 3. They will be able to work effectively in teams.
Objective 1: Graduates will work collectively towards team objectives.
Objective 2: Graduates will demonstrate professional interpersonal relations with other team members.

Goal 4. They will be ethical decision makers.
Objective 1: Graduates will recognize the ethical issues implicit in a business situation.
Objective 2: Graduates will describe and use ethical frameworks applicable to business situations.

Goal 5: They will be knowledgeable about fundamental business issues and processes.

5. Course Learning Objectives (and relationship to program goals and objectives)

- Describe each of the major business functions. (Goal 5)
- Discuss the way in which the major functions of business relate to one another (Goal 2)
- Understand the role of effective communication, teamwork, and ethical decision-making in Business. (Goals 1, 3, and 4)

6. Texts, Readings, Materials


**Required and supplementary readings:** Assigned in class and available on BlackBoard

7. Instructional methods:
Lecture, small and large group discussion, and presentation

8. Technology

1) Use of BlackBoard learning platform
2) Use of general productivity software (e.g., Microsoft Word) to complete assignments
3) Online article retrieval and research

9. Course Tentative Schedule
**The course schedule provided here is intended as a guide. Changes may be made** if opportunity for a guest speaker is presented or other changes to schedule are needed.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8/24-8/26</td>
<td>Introduction and Ch 1. Business Now</td>
<td>Read Chapter 1</td>
</tr>
<tr>
<td>2</td>
<td>8/31-9/2</td>
<td>Ch 4. Business Ethics and Social Responsibility</td>
<td>Read Ch 2 &amp; Ch 4 Assignment Due on 9/1*</td>
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<tr>
<td>3</td>
<td>9/9</td>
<td>Ch 2. Economics: The Framework for Business (Guest Lecture by Dr. Morefield)</td>
<td>Read Ch 2 &amp; Ch 2 Assignment Due on 9/8*</td>
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<tr>
<td>4</td>
<td>9/14-9/16</td>
<td>Ch 3. The World Marketplace: Business without Borders &amp; Quiz 1 on 9/16</td>
<td>Read Ch 3 &amp; Study for Quiz 1 on 9/16</td>
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<tr>
<td>5</td>
<td>9/21-9/23</td>
<td>Ch 5. Business Communication (Guest Lecture by Dr. Dowden)</td>
<td>Read Ch 3 &amp; Ch 5 Assignment Due on 9/22*</td>
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<tr>
<td>Week</td>
<td>Dates</td>
<td>Assignments</td>
<td>Notes</td>
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<tr>
<td>6</td>
<td>9/28-9/30</td>
<td>Ch 6. Business Formation (Guest Lecture by Dr. Schein) &amp; Ch 7. Small Business and Entrepreneurship</td>
<td>Read Ch 6 &amp; Ch 6 Assignment Due on 9/27*</td>
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<tr>
<td>7</td>
<td>10/5-10/7</td>
<td>10/5: No class-Study for Exam 1 &amp; 10/7: Exam 1</td>
<td>Study for Exam 1</td>
</tr>
<tr>
<td>8</td>
<td>10/12-10/14</td>
<td>10/12: Fall break-No class Ch 8. Accounting (Guest Lecture by Dr. Simms)</td>
<td>Read Ch 8 &amp; Ch 8 Assignment Due on 10/13*</td>
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<tr>
<td>9</td>
<td>10/19-10/21</td>
<td>Ch 9. Finance (Guest Lecture by Dr. Bayram) &amp; Ch 10. Financial Markets</td>
<td>Read Ch 9 &amp; Ch 10 Assignment Due on 10/20*</td>
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<tr>
<td>10</td>
<td>10/26-10/28</td>
<td>Ch 11. Marketing &amp; Quiz 2 on 10/28</td>
<td>Read Ch 11 &amp; Study for Quiz 2 on 10/28</td>
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<tr>
<td>11</td>
<td>11/2-11/4</td>
<td>Ch 13. Distribution and Pricing &amp; Ch 14. Management, Motivation, &amp; Leadership</td>
<td>Read Ch 13 &amp; 14 Assignment Due on 11/3*</td>
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<tr>
<td>13</td>
<td>11/16-11/18</td>
<td>Quiz 3 on 11/16 &amp; Ch 15. Human Resource Management</td>
<td>Read Ch 15 &amp; Ch 15 Assignment Due on 11/17*</td>
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<tr>
<td>14</td>
<td>11/23</td>
<td>Exam II</td>
<td>Study for Exam II</td>
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<tr>
<td>15</td>
<td>11/30-12/2</td>
<td>Ch 16. Managing Information and Technology &amp; Ch 17. Operations Management (Guest Lectures by CSB Faculty)</td>
<td>Read Ch 16 &amp; 17</td>
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<tr>
<td>16</td>
<td>12/7</td>
<td>Integration of What We Have Learned: Discussion</td>
<td>Ch 16 &amp; 17 Assignment on 12/6*</td>
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<tr>
<td>Final</td>
<td>12/14</td>
<td>Final Exam from 1:45 to 4:15</td>
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* indicates that a student submits an assignment to BB's Assignments link by 9 p.m. on the specified due date

**10. Course Policies**

**It is required that everyone in class will:**
- Attend all class meetings, read assigned materials, and be ready to discuss the materials.
- Raise relevant questions and contribute relevant observations to the topic being considered.
- Demonstrate awareness of appropriate interpersonal communication and sensitivity to others.
- Fully participate in group activities and discussions in class.
- **Please turn off cell phones, laptops, and other media during the class meetings**
- Reasonable accommodations will be made for students with special needs. This syllabus is also available in alternative formats (please notify me in advance).

**Exams (65 Points):** The exams will consist of true/false, multiple choice questions, definition of terms and concepts, and/or essays. The objective of these tests will be to assess the student’s knowledge of the topic areas covered in class and further identify particular strengths and weaknesses. The questions for the tests will be based on the lectures, textbook chapters, and assigned readings/cases discussed in class. No electronic devices, such as cell phone, computers, and pagers/beepers will be allowed during the exams. No make-up exams are allowed due to absence from class. However, in case of documented emergency, arrangements can be made prior to the exam date (48 hour prior to the exam date). Without documentation, there will be no make-up tests.

**10 Assignments: 1.5 Points Each = 15 Points:** Please submit assignments to BB's Assignment link by 9 p.m. on specified due dates. Note that late submissions will not be accepted.
**Attendance & Participation (7 Points):** Attendance will be recorded from the first day the class meets through the final exam. Class attendance is considered essential to the educational process. It is, thus, important that you regularly and punctually attend all class sessions. **Note that students will lose 0.2 point per absence, which will be deducted from their attendance/participation points. I, however, recognize that unexpected and/or unavoidable situations may arise to prevent a student from attending a class; in such cases, written notice (documentation) should be given to me in order to avoid grade penalty. Note that it is your responsibility to monitor absences and to comply with the syllabus concerning assignments and readings.** Furthermore, tardiness to class should be avoided in courtesy to fellow students and me. If you must be late, enter the classroom quietly and go to seat without disrupting others. If you know that you will need to leave class early, please notify me before the class begins.

**Small Tasks for Small Scores (1 Point per One Completed Activity = 3 Points)** In order to (1) bolster the student’s performance in courses in the business school and (2) better prepare students for their professions and careers after school, faculty in CSB set aside a small part of the total score in each course for small tasks/workshops. Each student is required to complete a minimum of three workshops by December 1. In doing so, CSB will provide numerous workshops for all students taking CSB courses (the complete list of workshops is available on BB). As can be seen in the list, the workshops are being offered by different academic support services on campus and the workshops on computer applications are being offered through an online provider (www.grovo.com).

- Workshops are being offered during the activity period and in the evening on weekdays in the Fall semester. In addition, workshops are being scheduled for two Saturdays in the Fall semester.
- Workshops are also being offered online via Grovo.
- While the students have to complete a minimum number of workshops per semester, the same workshops could be used for various courses.
- Students need to attend a workshop lasting at least one hour to complete one activity. For instance, if a student decides to take a half hour session on Excel training via Grovo, she/he then needs to take an additional half hour session on something else to complete one required activity.

**You are required to read chapters, articles, and cases diligently, not just those leading in-class discussions.** There will also be in-class exercises involving individual and small group participation. If you do not complete these exercises due to absence and/or tardiness, your participation points will be negatively affected. Please note that the extent of your participation and responsiveness to individual discussants and groups will be very important. Furthermore, healthy debate and respectful disagreement over topics will be encouraged as there are divergent viewpoints that can be taken on any given subject and such debates are instrumental in the learning process. In doing so, let’s build a collaborative atmosphere of giving each other supportive feedback.

**The grade of “F” will be awarded in the case of academic dishonesty, such as plagiarism and cheating on the examination.** It may also be given in cases where the student demonstrates no effort/preparation and obvious lack of participation. In this latter case, such students will have fair warning they are on this track, and given the opportunity to improve, before such a grade is awarded. **This course is not designed to promote student failure; just the opposite, to promote student success.** Therefore, to do well in this course, the formula is simple and straightforward: **read assigned chapters, complete cases (don't fall behind!), come to class, and do well on the exams.**
11. Student Grading Processes:

3 pts = Small Tasks for Small Scores
7 pts = Attendance & Participation
15 pts = Assignments
15 pts = Exam 1
20 pts = Exam 2
30 pts = Final Exam
10 pts = 3 Quizzes

A: 100 points – 94 points
A-: 93 points – 90 points
B+: 89 points – 87 points
B: 86 points – 84 points
B-: 83 points – 80 points
C+: 79 points – 77 points
C: 76 points – 74 points
C-: 73 points – 70 points
D+: 69 points – 67 points
D: 66 points – 64 points
D-: 63 points – 60 points
F: 59 points or below

12. Available Support Services:

- Library Resources: http://www.stthom.edu/library_research/index.aqf
- Learning and Writing Center (LWC): http://www.stthom.edu/Public/index.asp?page_ID=3528&Page_Not_Found=1

Note that students are encouraged to consult with tutors at the Learning and Writing Center when completing assignments. Based on the instructor's assessment of the student's work, the student may be required to work with the tutors at the Center to improve the student's skills.
The Cameron School of Business at University of St. Thomas

MISSION STATEMENT

The Cameron School of Business will serve students of diverse backgrounds, providing them the necessary professional skills for a changing global economy, and instilling in them a deep appreciation for ethical behavior as the hallmark of a successful and fulfilling business career. The Cameron School will provide its students a timely and comprehensive business curriculum, with opportunities for specialized study in major business fields. The faculty will provide quality teaching, as this is the core of our mission. As an extension of our teaching mission, the faculty will engage in scholarly activity and service to the University, the profession, and the community.

Academic Honesty Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

Accommodations The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Crooker Center. Contact Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.