

# Eastern Wyoming College

## Business Administration

<b>COURSE NAME</b> .....	<b>Introduction to Business</b>
<b>COURSE NUMBER</b> .....	<b>BADM 1000</b>
<b>CREDIT HOURS</b> .....	<b>3 credit hours</b>
<b>SEMESTER</b> .....	<b>Fall 2012</b>
<b>INSTRUCTOR</b> .....	<b>Jennifer Minks</b>
<b>OFFICE LOCATION</b> .....	<b>Tebbet 261</b>
<b>OFFICE HOURS</b> .....	<b>MTWThF 9:00 – 10:00am and by appointment</b>
<b>TELEPHONE</b> .....	<b>532-8285 (office)</b>
<b>E-MAIL</b> .....	<b>jminks@ewcmail.wy.edu</b>

### **COURSE DESCRIPTION**

This course explores the nature of the American free enterprise system and its business organizations. It provides a broad overview of the business environment, economics, management, organization, marketing, finance and accounting, and human resources. Other topics covered include international trade, securities markets, and risk management.

### **COURSE RATIONALE**

BADM 1000 can be taken by students who wish to expand their understanding of general business.

### **REQUIRED TEXTBOOK**

**BUSN5** by Kelly/McGowen: 5<sup>th</sup> edition, 4LTRPress/Cengage, ISBN 978-1-111-82673-4

### **CLASS EXPECTATIONS**

All students are expected to complete all reading assignments, all homework assignments, quizzes and final exam. Late assignments will not be accepted.

### **COURSE OBJECTIVES**

Upon successful completion of the Introduction to Business course, you should be able to:

- Outline the core factors of production and how they impact the economy.
- Enumerate and explain the five dimensions of the business environment.
- Explain the relevance of economics in the free market system including the concepts of supply and demand, micro and macroeconomics, capitalism and competition, socialism and communism.
- Define key economic performance indicators and their relevance to business cycles.

- Describe monetary and fiscal policy economic management.
- Discuss the world marketplace, including business opportunities worldwide, reaching and measuring the success of international markets, identification of trade barriers and benefits/criticism of free trade.
- Explain the role of business in promoting social responsibility and ethical behavior at all levels in business operations.
- Compare sole proprietorships, partnerships, and corporations as legal forms of business ownership: the nature of each, the processes involved in creating each, and the advantages and disadvantages of each.
- Explain entrepreneurial characteristics of small business development, including opportunities and threats to small business success, tools and funding options, and size, scope and economic contribution of small businesses.
- Examine the importance of financial and managerial accounting information in business decision making.
- Discuss the role of generally accepted accounting principles and international accounting standards and their relationship to preparation of financial statements.
- Explain the use of horizontal, vertical, and ratio analysis in providing insight into financial statements.
- Explore the importance and the role of the financial management function and understand the concepts and processes involved in managing the acquisition and allocation of short-term and long-term funds.
- Define the basic structure of securities markets, discuss the regulation of those markets, and compare investor strategies.
- Examine the marketing function and describe the concepts and processes involved in product design, promotion, distribution, and pricing strategies.
- Recognize the need for management in business organizations and the role of management in developing an organizational structure, acquiring human resources, and creating a supportive work environment.

### **GRADING CRITERIA**

Your final grade will be a reflection of your performance on four quizzes (100 points each), homework and class assignments (100 points) and a final exam (100 points). All class assignments will have various points assigned. At the end of the term, your percentage score of the total points earned divided by the total points possible will determine your assignment score on a scale of 0-100.

<b>Exams/Quizzes</b>	<b>400</b>
<b>Assignments</b>	<b>100</b>
<b>Final Exam</b>	<b><u>100</u></b>
	<b>600</b>

### **Grading Scale (as a percentage of total points)**

A	90-100%

B	80-89
C	70-79
D	60-69
F	below 60

## **GENERAL EDUCATION REQUIREMENTS**

Eastern Wyoming College expects that its graduates will have an educational foundation that prepares them for a complex and rapidly changing world. The curriculums offered will allow the development of general education competencies necessary for participation in society as well as the development of specialized knowledge necessary within a given discipline. Every EWC graduate will have demonstrated competencies in these five general education areas:

### **1. Communication Skills:**

Graduates will be able to understand and communicate ideas and information in written and spoken English that reveals a mastery of terminology appropriate to their disciplines.

### **2. Analytical and Quantitative Reasoning:**

Graduates will be able to solve problems through critical thinking involving analytical and quantitative reasoning at a level appropriate to their disciplines.

### **3. Technology Skills:**

Graduates will be able to demonstrate competence using technology appropriate to their disciplines.

### **4. Social Awareness:**

Graduates will be able to demonstrate an awareness of the relationship between the individual and the world.

### **5. Information Literacy**

Graduates will be able to locate, evaluate, and use information effectively.

## **ADA ACCOMMODATIONS**

Eastern Wyoming College is committed to providing reasonable accommodations for qualified individuals with disabilities. If a student has a disability and desires a reasonable accommodation for such disability, the student should contact Mrs. Debra Ochsner (532-8239) or Mr. Tom McDowell (532-8330) as soon as possible so that arrangements may be made.

## **WITHDRAWAL POLICY**

Withdrawal from the course must be initiated by the student following procedures outlined in the current EWC GENERAL CATALOG.

## **ACADEMIC DISHONESTY POLICY**

Academic dishonesty is not tolerated. Dishonesty includes plagiarism, cheating and any conscious act by a student that gives him or her an undue advantage over fellow students.

**Plagiarism**

Copying or using the ideas of another without giving proper credit through the use of quotation marks, footnotes, or other forms of reference.

**Cheating**

Making unauthorized use of answers to examinations, tests, quizzes, in-class work, or homework assignments, as well as copying from fellow students or submitting work that has been done by someone else. It is cheating for two or more students to work on the same computer file and print multiple copies with different names on them. Do your own work.

**DISCLAIMER**

The instructor reserves the right, acting within the policies and procedures of EWC, to make changes in the course schedule, assignments, activities or grading structure deemed necessary. All changes will be announced.

## TENTATIVE COURSE CALENDAR

Week 1	Introduction and Orientation Chapter 1 Business Now: Change is the Only Constant
Week 2	Chapter 2 Economics: The Framework for Business
Week 3	Chapter 3 The World Marketplace: Business without Borders
Week 4	<b>Quiz 1: Chapters 1, 2, 3</b> Chapter 4 Business Ethics and Social Responsibility: Doing Well by Doing Good
Week 5	Chapter 6 Business Formation: Choosing the Form that Fits
Week 6	Chapter 7 Small Businesses and Entrepreneurship: Economic Rocket Fuel <b>Quiz 2: Chapters 4, 6, 7</b>
Week 7	Chapter 8 Accounting: Decision Making by the Numbers
Week 8	Chapter 9 Finance: Acquiring and Using Funds to Maximize Value
Week 9	Finish Chapter 9 Chapter 10 Financial Markets: Allocating Financial Resources
Week 10	<b>Quiz 3: Chapters 8, 9, 10</b>
Week 11	Chapter 11 Marketing: Building Profitable Customer Connections Chapter 12 Product and Promotion: Creating and Communicating Value
Week 12	Chapter 13 Distribution and Pricing: Right Product, Right Person, Right Place, Right Price
Week 13	<b>Quiz 4: Chapters 11, 12, 13</b>
Week 14	Chapter 14 Management, Motivation, and Leadership: Bring Business to Life
Week 15	Chapter 15 Human Resource Management: Building a Top-Quality Workforce Review for final exam
Final Exam Week	<b>Final Exam Chapters 14 and 15</b>