AMERICAN WORKPLACE
BA 140
SPRING 2012

Time and Location: MWF 2:00 – 3:00 PM OM Room 210
Instructor: Betty P. Talbert Office: OM 224 Telephone: 724-946-7166
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Mission of Westminster College

The college of Westminster focuses on creating a caring learning environment in its undergraduate program. The college prepares students to become well-developed citizens and to successfully meet the dynamic global, technological, and ethical challenges of business and society.

Course Overview and Objectives:

Introduction to Business is a college-level survey course in business that explores the nature of the American free enterprise system and its business organizations. This course examines the role played by business in American society, as well as its purpose and responsibilities. Furthermore, it introduces the student to the practical operations that must exist if businesses are to create goods and services, and it highlights some of the major problems faced by managers in planning, organizing, directing, and controlling these areas. Therefore, this course is intended to give the student a broad overview of the functions, institutions, principles and practices of business.

After this course, you should be able to:

1. To develop a framework for understanding the impact of the positive and constructive force that business plays by making available the goods and services, jobs and income that our society must have to exist and thrive.
2. To describe the impact of different economic philosophies and why and how these differences change the methods by which economic systems attempt to accomplish their common economic function.
3. To gain an awareness of the concepts, principles, and practices that explain how businesses are formed how they operate to accomplish their goals and function, and why and how their success depends on effective management.
4. To begin building a framework of business terminology.
5. To identify potential career paths

Method: There will be a mixture of delivery methods. There will be a combination of video examples, case studies, articles, and exercises. Therefore, you must maximize your responsibility for knowing the text material. I expect that the material to be read thoroughly by each student before class, so that we can have meaningful and enlightening discussions.

TEXT: *Business in Action:* Bovee & Thill, Fifth Edition (Pearson Prentice Hall, 2011)
Business Plan Pro CD at WC Bookstore.

Grades: unless stated otherwise is:

Business Plan Pro Exercises	6 @ 50 points each
1-2 page papers on chapter assignments	5 @ 15 points each
2 tests and a final	3 @ 100 points each

Letter Grade Schedule:

A	92% and above	C+	78% up to below 80%
A-	90% up to below 92%	C	72% up to below 78%
B+	88% up to below 90%	C-	70% up to below 72%
B	82% up to below 88%	D	60% up to below 70%
B-	80% up to below 82%	F	Below 60%

Out of Class Assignments: (75 points total)

You are required to submit **Out Of Class Assignments** over the course. The **Out of Class Assignments** are from assigned business topics. The out of class assignment consists of assigned topics in the news to be discussed in class and submitted. Assignments are on the course outline plan and on the R Drive in the Professor's notes and a direct link (specific connection) to business chapter topics. **The Out of Class Assignments must be a written presentation for submitting and ready for oral presentation and/or discussion in class.** For each of the **Out of Classroom Assignments** you will submit a one-two page paper, single-spaced, black 12 point Time Roman font type addressing the requirements of the assignment. NO COVER! Attach documents, if required, to the one-two page paper. **Please see the memorandum in the Professor's notes on the R drive for submission format. Do not send e-mail (no credit will be given). NO CREDIT FOR LATE PAPERS REGARDLESS OF THE REASON.**

Examinations: (100 points each)

There will be 2 exams and a final examination that may include all material and be prepared for any types of questions that may include multiple choice, short answers, etc. The questions will cover both text and class material relevant to the course objectives. The objectives make it clear that the purpose of this course is to learn something useful about business. The typical short answer question will ask you to explain a key concept, recall important facts, or list the essential elements of something important that was emphasized in the course. The midterm and final exam is worth 100 points. You will have regular class time for the midterm and two and one-half hours to complete the final test.

Business Plan Pro Exercises

You are responsible for your own business plan. On the course syllabus are the parts of your business plan and the dates due. Please access all information on your business plan on the R drive in the professor's notes.

Attendance:

Besides being necessary for participation, regular attendance is necessary for you to get all you can out of this course. Material in class will be presented that is not discussed in the text. You will be responsible for that material on examinations, and for any assignments or due dates announced at those classes. **The reasons you are absence for the first 4 do not matter, so you need not give me an excuse.** Five points deducted from your final numerical grade for each absence over four. Guard your absences carefully.

Point Reduction:

Assignments are due when scheduled. "No points will be given for late and/or emailed research assignments. * Five points deducted from your final grade for each absence over four. *Points are deducted each time you are called upon in class to answer questions from assigned chapters and all assignments and are unable to do so.

DISHONESTY: Dishonesty of plagiarism, misrepresentation of facts, unauthorized use of computer material or files are not tolerated. All academic dishonesty is serious and handled pursuant to Westminster's Policy on academic dishonesty. Any student violating the policy will receive a grade of F in this course.

COMMENTS: ***No recording, cell phones or other electronic devises are permissible in class.***

SPECIAL CONSIDERATIONS:

Pursuant to The Americans with Disability Act (ADA of 1990) and the college's policy I am legally not permitted to inquire into a students need for special consideration for health problems in accommodations in the area of test or note taking. Therefore, it is the student's responsibility to notify me, and the college, of such need for an accommodation.

EXPECTATIONS:

In order to add value to your career I can and will help you learn as much as possible about the course topics and how they apply to business, however, I can only do this if you accept personal responsibility for your learning, and put forth the effort to learn. This course will require considerable work, and I assure you of my willingness to assist you in your efforts. We are in an academic environment, preparing you for success within a professional environment. Profanity is unacceptable. Eating or drinking in class, and entering or leaving the classroom while class is in session is disruptive to everyone, and is therefore strongly discouraged.

In this class open and professional discussion and expression of many ideas are promoted, expected and encouraged. Therefore come to the classroom prepared about the subject matter of the course and assigned readings / activities. There will be differing viewpoints, which may be challenged or disagreed with or tested on an issue discussed as part of the learning environment. This will enhance your professional development and promote an environment with open discussion and differing ideas without discrimination, harassment, or stress. If any of these occur please let someone know.

American Workplace
Weekly Schedule

These dates are tentative.

Weekly Schedule

Week	***Reading Assignment***	***Chapter***
Week 1	Developing a Business Mind-Set	Chapter 1
Week 2	Understanding Basic Economics	Chapter 2
Week 2 & 3	The Global Marketplace Read: **When Will China Get Real** (handout)	Chapter 3
Week 3 & 4	**E**thics and Corporate Social Responsibility	Chapter 4
Week 4 & 5	Business Structure/ Forms of Ownership	Chapter 5
Week 5 & 6	Small Business and Entrepreneurship **1-2 page paper due on Small Business & Entrepreneurship see submitting requirements in professor's notes on R Drive** **Start of your Business Plan** **1st Business Plan Pro Exercise** **1.0 Executive Summary** **1.1 Mission** **1.2 Objectives** **1.3 Keys to Success**	Chapter 6

*****TEST ONE – CHAPTERS 2,3,4,5,6*****

Week 7	Management-Workforce Relations **1-2 page paper due on Management and Human Resources** **2nd Business Plan Pro Exercise** **2.0 Company Summary** **2.1 Company Ownership** **2.2 Start-up Summary and assets and expenses** **2.3 Management Summary** **2.4 Personnel Plan**	Chapter 7 & 12
Week 7 & 8	Product and Pricing Strategies **3rd Business Plan Pro Exercise** **Business plan 1.0 & 2.0 due** **3.0 Products and/or Services**	Chapter 14

SPRING BREAK - 3/3 – 3/11/12

Week 8 & 9 — Marketing Concepts and Strategies — Chapter 13

1-2 page paper due on marketing

4th Business Plan Pro Exercise

- **4.0 Market Analysis Summary**
- **4.1 Market Segmentation**
- **4.2 Target Market Segment Strategy**
- **4.3 Service Business Analysis**
  - **4.3.1 Competition and Buying Patterns**

Week 9 & 10 — Distribution and Customer Communication — Chapter 15

1-2 page paper due on distribution/logistics

5th Business Plan Pro Exercise — **Business plan 3.0 & 4.0**

- **5.0 Strategy and Implementation Summary**
- **5.1 Competitive Edge**
- **5.2 Marketing Strategy**
- **5.3 Sales Strategy**
  - **5.3.1 Sales Forecast**
- **5.4 Milestones**

TEST TWO – CHAPTERS 7, 13, 14, 15

Week 11 & 12 — Accounting and Financial Management — Chapter 17

1-2 page paper due on accounting, finance, banking, securities — **Business plan 5.0 due**

Week 12 & 13 — Banking and Securities — Chapter 18, 19, 20

6th **and final Business Plan Pro Exercise due**

- **6.0 Financial Plan**
- **6.1 Start-up Funding**
- **6.2 Important Assumptions**
- **6.3 Break-even Analysis**
- **6.4 Projected Profit and Loss**
- **6.5 Projected Cash Flow**
- **6.6 Projected Balance Sheet**
- **6.7 Business Ratios**

FINAL EXAM - FRIDAY - 5/11/12 @ 8-10:30 AM
CHAPTERS 17, 18, 19, 20