

BA 1010 BUSINESS IN SOCIETY

Spring 2012

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Office hrs: Daily (3-4pm); Mon-Wed-Fri (2-3pm)

Section 1: MWF 9-9:50 am - BU 203
Section 2: MWF 10-10:50 am - BU 201

Text: *Understanding Business*, Nickels, 9th edition – Publisher: McGraw-Hill Irwin. Text website:
<http://www.mhhe.com/ub9e>

Course Description: This course provides an introduction to the American business system. Its purpose is to create a better understanding for the student of the socioeconomic impact on today's business environment through an analysis of the following:

- Key features of the business and economic system
- The legal and political environment in which businesses operate
- Business and employee management
- Marketing products and services
- Financial operations including the stock market and insurance
- Relationships between business, government and international economic and market forces

Text: The textbook will be a very important part of the course, so study it thoroughly. It will take us approximately **two class sessions to cover each chapter**, and you are expected to come to class each day having read the material. Please note that we will not be covering every chapter (please see reading schedule). **A significant portion of the exam questions will be based on text material.**

Class Sessions: My approach during class sessions will be to cover some of the main points from the chapters, with a mix of lecture and class discussion. In addition, I will present information on related subjects. This supplementary information will enable us to take a more in-depth look at some textbook concepts, or might demonstrate some practical applications of some theoretical material.

Exams: None of the exams are cumulative, including the final. Exams will be strictly multiple choice. Your lowest exam score will be dropped, except for your final exam score. Questions will be taken mainly from the text, although you are also responsible for additional material introduced in class (including videos). Exams will typically be given the day following the conclusion of the material. *Due to the fact that a total of five exams will be given and your lowest score dropped, no make-up exams will be given under any circumstances.*

Article Reports: These assignments consist of reporting on articles you select that *relate to previously covered material*. The articles you select should be at least a few pages in length. Each write-up should be typed (Times New Roman 12-point font), double-spaced, approximately two pages in length, and should contain the following sections:

1. A summary of the article.
2. A description of how the article you've selected relates to a business topic covered in class to date (i.e., compare/contrast, evaluate, discuss, etc.).
3. A description of a personal experience or opinion you have that relates to the article.

Each of these components should represent approximately one-third of your paper. Please staple a photocopy of the article to the back of your paper. Grammatical correctness and neatness are important on all written assignments, as are content and presentation. Please use section headings (e.g., Summary, Compare to Text, Personal Experience, etc.) and no graphics, plastic covers or cover sheets.

Paper Due Dates

- Paper #1 due: **Feb 3** (Select a subject from Chapters 1-3, or 6)
- Paper #2 due: **Feb 27** (Select a subject from Chapters 7-10)
- Paper #3 due: **Mar 28** (Select a subject from Chapters 11, 13-15)
- Paper #4 due: **Apr 20** (Select a subject from Chapters 16-19)

Attendance & Participation: Attendance is not required but highly recommended. Participation is extra credit.

Grading

Participation	Extra credit
5 exams - including final (one to be dropped)	300
4 Article Reports	<u>100</u>
TOTAL	400

Grading Scale:

100.0-93.0	A	76.9-73.0	C
92.9 -90.0	A-	72.9-70.0	C-
89.9-87.0	B+	69.9-67.0	D+
86.9-83.0	B	66.9-63.0	D
82.9-80.0	B-	62.9-60.0	D-
79.9-77.0	C+	<60.0	F

Grades & Presentation Posting: Grades, my Power Point chapter presentations, and a copy of the course syllabus will be posted on my G drive (Go to My Computer, G drive, Classes, Powell, BA 1010, and then to the appropriate folder for your class section). You can also access this information from off campus by using NetStorage. To access NetStorage, go to the SUU home page (<http://suu.edu>) then click on Current Students, then NetStorage, enter your Username and Password, go to Classes, Powell, and on to the BA 1010 folder. Scores will be listed according to the password you provide.

Course Policies

Late Work. Late work will **not** be accepted.

Extra credit. Except for in-class participation, there is no extra credit available in this course.

E-mail policy. I will not accept assignments turned in via e-mail. I prefer face-to-face communication as opposed to e-mail. If you would like to visit with me, please come by my office during office hours or see me about setting up an appointment.

Professional Conduct. I consider it my responsibility to take the leadership in creating a classroom environment where optimal learning can take place. In addition, I also believe it is my responsibility to help students develop the social skills that are expected in a professional work atmosphere. Here are some expectations I have in order for us to create an effective, professional learning environment . . .

- Just as you can expect me to be here, prepared and on time, for every scheduled class session, I expect the same of you. Class attendance and participation are a part of my assessment in assigning subjective points at the end of the semester.
- Do not come to class late or leave early. Neither your fellow students nor I appreciate this disruption.
- You are responsible for acquiring relevant notes from other students if you are late to or miss class.
- Professionals are courteous and respectful of each another, so no talking when I'm talking and I'll extend the same courtesy when you have a comment or question. Likewise, no talking when a fellow student "has the floor."
- Contributions to class discussion are strongly encouraged.
- Do not read the newspaper or work on projects for other courses during class time.
- Bringing food and drinks to class is permissible, as long as it's not disruptive. Please don't bring anything wrapped in noisy "crinkly" wrappers.
- No ringing cell phones, talking or texting on cell phones.
- Get help from the professor in his office if you don't understand the material.

Academic Integrity. Academic dishonesty will not be tolerated. You are expected to have read and understood the current issue of the student handbook (published by Student Services) regarding student responsibilities and rights, and the intellectual property policy, for information about procedures and about what constitutes acceptable on-campus behavior.

Disability Statement. Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact the Southern Utah University Coordinator of Services for Students with Disabilities (SSD), in Room 206F of the Sharwan Smith Center, or phone (435) 865-8022. SSD determines eligibility for and authorizes the provision of services.

Changes to Syllabus. "Information contained in this syllabus, other than grading, late assignments, makeup work, and attendance policies, may be subject to change with advance notice, as deemed appropriate by the instructor" (*Course Syllabus Policy 6.36*, SUU). It is your responsibility to determine changes to the syllabus or assignments announced in your absence.

HEOA Compliance statement. The sharing of copyrighted material through peer-to-peer (P2P) file sharing, except as provided under U.S. copyright law, is prohibited by law. Detailed information can be found at <http://www.suu.edu/it/p2p-student-notice.html>.

Sequence of Chapters and Exams

- Ch. 1 Taking Risks & Making Profits within the Dynamic Business Environment
- Ch. 2 Understanding How Economics Affects Business
- Ch. 3 Doing Business in Global Markets

Exam #1: Chapters 1-3; 35 questions (70 points), bring a Scantron.

- Ch. 6 Entrepreneurship and Starting a Small Business
- Ch. 7 Management & Leadership
- Ch. 8 Adapting Organizations to Today's Markets

Exam #2: Chapters 6-8; 35 questions (70 points), bring a Scantron.

- Ch. 9 Production & Operations Management
- Ch. 10 Motivating Employees
- Ch. 11 Human Resource Management: Finding & Keeping the Best Employees

Exam #3: Chapters 9-11; 35 questions (70 points), bring a Scantron.

- Ch. 13 Marketing: Helping Buyers Buy
- Ch. 14 Developing and Pricing Goods and Services
- Ch. 15 Distributing Products

Exam #4: Chapters 13-15; 35 questions (70 points), bring a Scantron.

- Ch. 16 Using Effective Promotions
- Ch. 17 Understanding Accounting & Financial Information
- Ch. 18 Financial Management
- Ch. 19 Using Securities Markets for Financing & Investing Opportunities

Exam #5: Chapters 16-19; approx. 45 questions (90 points), bring a Scantron.

Final Exam (Exam #5) Schedule

Section 1: (MWF @ 9 am)
Section 2: (MWF @ 10 am)

Wednesday, May 2 @ 9am
Thursday, May 3 @ 9am

11 Habits of Highly Effective Students

1. Study. A good rule of thumb for college students is "2 hours of study for every 1 hour in class." This may be even greater as you prepare for an exam or work on a paper. Be aware of your personal best time to study and try and stick to a schedule. Find a place to study where you won't be interrupted. Discover the library!
2. Get the right tools. Make sure you have all the right "student tools" to be successful: textbooks, binders or folders to keep you organized, paper for notes, a computer or access to campus computers, a calculator, pens and pencils, etc. You can't be a good student if you haven't got the right tools.
3. Keep up. Keep up with your reading and assignments. Class lectures will be more understandable if you've kept up with your reading. Once you begin to procrastinate and get behind, it is very, very difficult to catch up. Reading all the chapters for the first time the night before the exam rarely works.
4. Attend class. Once you get in the habit of not attending class, it is hard to get back on track. Make a habit of **never** missing class.
5. Consider a study group. Some students learn really well this way. If you give this a try, keep the group small (2 to 5 people max). Make sure it doesn't turn into a social event. To see if you really understand a concept, try and teach the idea to a member of your study group.
6. Prepare wisely for exams. Most exams you'll have in college will demand that you're thoroughly familiar with the vocabulary of that discipline. Not only should you know the vocabulary inside and out, but you should understand **the subtle differences in meaning between two similar words or concepts**.
7. Watch your syllabi. Make sure you not only hang on to each syllabus from all your classes, but also make sure you refer to them throughout the semester. When are the exams and which chapters will they cover? What other assignments are required and when are they due?
8. Communicate with your professors. New students are often intimidated by professors and are often reticent to visit with them. Communicate with your professors about issues that need attention; don't wait until the end of the semester when the situation has become out of hand.
9. Relax and balance your life. Take advantage of many the social activities we have on campus (e.g., clubs, athletic events, dances, etc.), **but don't overdo it!** Don't let your entire four-year experience at SUU turn into one long social event.
10. Take care of yourself. You know the routine: exercise daily, eat right and get 7 to 8 hours of shuteye each night. Also, make sure you use your "support network" (e.g., parents, roommates, friends, ecclesiastical leaders, etc.) for moral support.
11. Work on your career. Spend plenty of time thinking about your career, as opposed to wandering through the next four years and then getting serious about it. Periodically set aside some time to reflect on your choice of major and where you're headed with it. Ask yourself: Why did I select the major I did? Can I see myself living with this career choice in the working world every day? Will it make me happy? Do I have some natural abilities or talents that will help me be successful in my major field? Will my choice of major enable me to provide the kind of living with which I'll be satisfied? How much more education will I need beyond a bachelor's degree in my chosen field? Does my career choice "fit" with some of my other lifestyle choices? Have I seriously considered other majors?

Muscle Reading

from *Becoming a Master Student*, 6th ed. By David B. Ellis

Before You Read

Step 1: Preview. Read the chapter outline. Flip through the chapter page by page, looking for familiar ideas that will help you link the new information to previously learned material. Read all the chapter headlines, section titles, and paragraph headlines. Read the summary at the end of the chapter.

Step 2: Outline. This can be done mentally or on paper. Consider looking at the chapter outline in the table of contents so you can organize the material in your mind. Section titles and paragraph headlines can serve as major and minor topics for your outline.

Step 3: Question. Ask yourself questions as you preview the material. Consider turning chapter headings (e.g., Market Research) into questions (What is market research? How do businesses use it?). Make questions playful or creative. You don't need to get an answer to every question you ask; the idea is to get your brain involved in the reading assignment. Asking questions helps you stay alert as you read. Boredom tends to disappear when you're looking for answers to questions instead of just passively reading.

While You Read

Step 4: Read. Find a quiet, distraction-free place. Sit up. Keep your spine straight. Avoid reading in bed, except for fun. Be conscious of where you are and what you're doing. When you notice your attention wandering, gently bring it back into focus. Avoid marathon reading sessions – schedule breaks. Visualize the material – form mental pictures as you read. Try reading aloud, especially for complex material.

Step 5: Highlight. This creates signals for reviewing later and will save you lots of time when studying for exams later. Only highlight when you understand the paragraph or page enough to know exactly what is important. Highlight sparingly; usually no more than 10%. Write comments and questions in the margins of the text for review later.

Step 6: Answer. As you read, answer the questions you asked yourself before you began reading and write them down. Fill in your outline.

After You Read

Step 7: Recite. Talk to yourself or someone else about what you have read. Explain as much as you can about the material using the chapter headings as prompts. Form a group and practice teaching each other what you have read.

Step 8: Review. Plan to do your first review within 24 hours of reading the material. This will help move the information from your short-term to your long-term memory. During this review, look over your notes and clear up points you didn't understand. Recite the main points again. This review can be short. You might spend as little as 15 minutes reviewing a two-hour reading assignment.

Step 9: Review again. This final step is a weekly or monthly review. This can be even shorter than the previous review and will help keep the neural pathways to the information open. Three-by-five cards with ideas, formulas, concepts, and facts can be handy and portable. Sometimes longer review periods are appropriate for difficult material. Starting over, as if you have never read the material can provide surprising insights.