Course Description

Presents the fundamentals of business principles and practices. Business strategies emphasized are decision-making and planning, teamwork, technology, and communication. Topics include analysis of the business environment, starting a new business, managing business and employees, marketing, accounting, and finance.

Course Textbook


Course Learning Outcomes

Upon completion of this course, students should be able to:

1. Identify the core characteristics of a business and an economy.
2. Summarize the importance of business ethics and social responsibility.
3. Develop a fundamental management practice by reflecting upon existing skills.
4. Outline the state and federal resources available for business development.
5. Summarize how the fundamental practices of accounting and finance contribute to a business’s success.
6. Identify effective business practices toward managing information and technology.
7. Identify the processes and techniques used for marketing a business.
8. Explain how operations management relates to other departments within a business.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. Learning Outcomes: Each unit contains learning outcomes that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. Unit Lesson: Each unit contains a Unit Lesson, which discusses lesson material.
3. Reading Assignments: Each unit contains Reading Assignments from one or more chapters from the textbook. Chapter presentations are provided in each unit study guide to aid students in their course of study.
4. Unit Quizzes: This course contains two Unit Quizzes, one to be completed at the end of Units I and VII. Quizzes are used to give students quick feedback on their understanding of the unit material and are composed of multiple-choice questions.
5. Unit Assignments: Students are required to submit for grading Unit Assignments in Units II-VI. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with the Unit II-VI Assignments. Specific information about accessing these rubrics is provided below.
6. Final Exam (proctored): Students are to complete a Final Exam in Unit VIII. All Final Exams are proctored—see below for additional information. You are permitted four (4) hours to complete this exam, in the presence of your approved proctor. This is an open book exam. Only course textbooks and a calculator, if necessary, are allowed when taking proctored exams. The Final Exam is composed of multiple-choice and short essay questions.
7. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.

8. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

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**CSU Online Library**

The CSU Online Library is available to support your courses and programs. The online library includes databases, journals, e-books, and research guides. These resources are always accessible and can be reached through the library webpage. To access the library, log into the myCSU Student Portal, and click on “CSU Online Library.” You can also access the CSU Online Library from the "My Library" button on the course menu for each course in Blackboard.

The CSU Online Library offers several reference services. E-mail (library@columbiasouthern.edu) and telephone (1.877.268.8046) assistance is available Monday – Thursday from 8 am to 5 pm and Friday from 8 am to 3 pm. The library’s chat reference service, Ask a Librarian, is available 24/7; look for the chat box on the online library page.

Librarians can help you develop your research plan or assist you in finding relevant, appropriate, and timely information. Reference requests can include customized keyword search strategies, links to articles, database help, and other services.

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**Unit Assignments**

**Unit II Case Study**

This assignment provides you with an opportunity to read about a real-world business and then to respond to critical-thinking questions about the business’s approach toward ethics and social responsibility.

Click [here](#) to download a worksheet, which includes a passage about Zappos as well as the critical-thinking questions for you to answer. Answer the questions within the worksheet, and then save your work before submitting the worksheet in Blackboard for grading.

The purpose of this assignment is for you to think critically about ethics and social responsibility for a business as well as to introduce you to the idea of a case study. Case studies typically include a case to read, followed by students writing a brief paper in response to the case. This particular case study provides the critical-thinking questions, while other case studies might exclude the questions. If a case study excludes the questions, then you will need to think critically by asking questions about the case before drafting a brief paper.

*Citation guide:* The Success Center at the university has prepared a citation guide for students to use as they prepare course work in APA Style. The guide is very helpful for in-text citations and reference citations. Click [here](#) to access a copy of the citation guide.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit III Homework**

This homework assignment allows you to practice management skills by completing a time-management log and reflecting upon your discoveries.

Click [here](#) to access the worksheet for this assignment, and then complete each of the four parts of the worksheet. Here is a summary of the four parts to complete:

1. Complete a three-day time log: Use the timetable to log your activity for a three-day period. Log what you actually did for three days. Be sure that at least one of the three days falls on the weekend.
2. Review log and identify time wasters: After completing the time log, review the details you captured, and identify any type of time wasters within the three-day period.
3. Planned versus impromptu activities: Identify activities that were planned in advance as well as the activities that were not preplanned.
4. Summary: Summarize what you learned about your time-management skills after completing this exercise (one paragraph).
The purpose of this assignment is to practice management skills (time-management skills). While the assignment involves personal activities, the same exercise can be applied in a business setting.

Save all of your work (all four parts) in the worksheet, and submit it in Blackboard for grading.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit IV Web Assignment**

**Small Business Administration Activity**

This activity provides you with an opportunity to identify the resources available for businesses. It is advantageous to be cognizant of available resources while serving any role within a business. Navigate to the following website, and then provide an answer for #2, #3, and #4:

1. Go to website: [https://www.sba.gov/](https://www.sba.gov/)
2. What is the purpose of the Small Business Administration (SBA)?
3. Identify the location of your local (the nearest) Small Business Development Center (SBDC).
4. What are two services offered through your local SBDC?

The purpose of this assignment is to locate and determine the major government resources available for small businesses.

Please draft your answers in complete sentences. Save your responses within a Word document, and submit the document in Blackboard for grading. Your assignment should be at least one page in length.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit V Article Review**

This assignment provides you with an opportunity to explore the critical practices of accounting and finance within business, and you are asked to do so in the form of an article review. The title of one article has been provided below, and this article will be the basis for your article review. Locate it within the online library by following the steps below:

1. Click [here](https://www.sba.gov/) to open the online library.
2. Locate and click on the database titled *ABI/Inform Complete*.
3. Then, search for the article by typing the following title into the search field *you must include the quotation marks*: “Andersen implosion over Enron: an analysis of the contagion effect on Fortune 500 firms”.
4. Finally, locate and click on the link labeled *Full text*.

After reading the article, draft a two-page paper by explaining what you learned about accounting and finance. You can include any reflections related to the article; however, address in paragraph form at least the following in your two-page paper:

- What specific actions (or lack of) led to Enron’s bankruptcy?
- What types of fundamental accounting and auditing practices eventually contributed to the fraud performed by Enron?
- Briefly describe the ethical environment that led to the fraud.
- How did Enron’s bankruptcy impact the financial markets for Enron’s competitors?
- Briefly describe what you learned about the importance of the auditing process.

Click [here](https://www.sba.gov/) to download a template for this assignment. In APA Style, the template includes a title page and reference page.

The purpose of this assignment is for you to explore the critical practices of accounting and finance within the industry, while also demonstrating information literacy by utilizing the online library.

Use APA Style to format your article review, proofread your work, and then submit your assignment in Blackboard for grading.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.
Unit VI Case Study

The purpose of this assignment is for you to think critically about managing information and technology within a business as well as to continue practicing the skills toward assessing a case study.

Click here to download a worksheet, which includes a passage about Hubway as well as the critical-thinking questions for you to answer. Answer the questions within the worksheet, and then save your work before submitting the worksheet in Blackboard for grading.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**APA Guidelines**

The application of the APA writing style shall be practical, functional, and appropriate to each academic level, with the primary purpose being the documentation (citation) of sources. CSU requires that students use APA style for certain papers and projects. Students should always carefully read and follow assignment directions and review the associated grading rubric when available. Students can find CSU’s Citation Guide by clicking here. This document includes examples and sample papers and provides information on how to contact the CSU Success Center.

**Grading Rubrics**

This course utilizes analytic grading rubrics as tools for your professor in assigning grades for all learning activities. Each rubric serves as a guide that communicates the expectations of the learning activity and describes the criteria for each level of achievement. In addition, a rubric is a reference tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of that learning activity. It is imperative for you to familiarize yourself with these rubrics because these are the primary tools your professor uses for assessing learning activities.

Rubric categories include: (1) Assessment (Written Response) and (2) Assignment. However, it is possible that not all of the listed rubric types will be used in a single course (e.g., some courses may not have Assessments).

The Assessment (Written Response) rubric can be found embedded in a link within the directions for each Unit Assessment. However, these rubrics will only be used when written-response questions appear within the Assessment.

Each Assignment type (e.g., article critique, case study, research paper) will have its own rubric. The Assignment rubrics are built into Blackboard, allowing students to review them prior to beginning the Assignment and again once the Assignment has been scored. This rubric can be accessed via the Assignment link located within the unit where it is to be submitted. Students may also access the rubric through the course menu by selecting “Tools” and then “My Grades.”

Again, it is vitally important for you to become familiar with these rubrics because their application to your Assessments and Assignments is the method by which your instructor assigns all grades.

**Final Examination Guidelines**

Final Exams are to be administered to students by an approved Proctor. CSU approves two, flexible proctoring options: a standard Proctor, who is chosen by the student and approved by the university, or Remote Proctor Now (RP Now), an on-demand, third-party testing service that proctors examinations for a small fee.

A standard Proctor is an unbiased, qualified individual who is selected by the student and agrees to supervise an examination. You are responsible for selecting a qualified Proctor, and the Proctor must be pre-approved by CSU.

Students choosing RP Now must have an operational webcam/video with audio, a high-speed internet connection, and the appropriate system rights required to download and install software.

To review the complete Examination Proctor Policy, including a list of acceptable Proctors, Proctor responsibilities, Proctor approval procedures, and the Proctor Agreement Form, go to the myCSU Student Portal from the link below.

http://mycsu.columbiasouthern.edu
You are permitted four (4) hours to complete this exam in the presence of your approved Proctor. This is an open book exam. Only course textbooks, writing utensils, and a calculator, if necessary, are allowed when taking proctored exams. Other materials are not permitted unless specified in the examination instructions and only the sources identified in the instructions may be used as source material.

**Communication Forums**

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Once you have completed Unit VIII, you MUST unsubscribe from the forum; otherwise, you will continue to receive e-mail updates from the forum. You will not be able to unsubscribe after your course end date.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.

**Ask the Professor**

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

**Student Break Room**

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

**Grading**

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<th>Component</th>
<th>Weight</th>
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<tr>
<td>Quizzes (2 @ 7%)</td>
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<tr>
<td>Unit II Case Study</td>
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<tr>
<td>Unit III Homework</td>
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<td>Unit IV Web Assignment</td>
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<td>Unit V Article Review</td>
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<td>Unit VI Case Study</td>
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<td>Final Exam</td>
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<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Course Schedule/Checklist (please print)**

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

### Unit I: Business Change is Constant and Economics is the Framework

**Review:**
- [ ] Chapter 1: Business Now: Change Is the Only Constant

**Read:**
- [ ] Chapter 1: Business Now: Change Is the Only Constant Presentation: See Study Guide

**Submit:**
- [ ] Quiz

**Notes/Goals:**

### Unit II: Business Ethics with Social Responsibility in a Worldwide Business Environment

**Review:**

**Read:**
- [ ] Chapter 4: Business Ethics and Social Responsibility: Doing Well by Doing Good Presentation: See Study Guide

**Submit:**
- [ ] Case Study
- [ ] Proctor Approval Form

**Notes/Goals:**

### Unit III: Business Communications, Management, Motivation, and Leadership

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] Chapter 14: Management, Motivation, and Leadership: Bringing Business to Life Presentation: See Study Guide

**Submit:**
- [ ] Homework

**Notes/Goals:**
<table>
<thead>
<tr>
<th>Unit IV</th>
<th>Business Formation, Small Businesses, and Entrepreneurship</th>
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<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
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<tr>
<td><strong>Read:</strong></td>
<td>□ Chapter 6: Business Formation: Choosing the Form that Fits</td>
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<td>□ Chapter 6 Presentation: See Study Guide</td>
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<td></td>
<td>□ Chapter 7: Small Business and Entrepreneurship: Economic Rocket Fuel</td>
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<td>□ Chapter 7 Presentation: See Study Guide</td>
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<td><strong>Submit:</strong></td>
<td>□ Web Assignment</td>
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**Notes/Goals:**

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<thead>
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<th>Unit V</th>
<th>Accounting and Finance</th>
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<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
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<tr>
<td><strong>Read:</strong></td>
<td>□ Chapter 8: Accounting: Decision Making by the Numbers</td>
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<td>□ Chapter 8 Presentation: See Study Guide</td>
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<td>□ Chapter 9: Finance: Acquiring and Using Funds to Maximize Value</td>
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<td>□ Chapter 9 Presentation: See Study Guide</td>
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<td><strong>Submit:</strong></td>
<td>□ Article Review</td>
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**Notes/Goals:**

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<th>Security Markets, Managing Information, and Technology</th>
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<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
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<tr>
<td><strong>Read:</strong></td>
<td>□ Chapter 10: Financial Markets: Allocating Financial Resources</td>
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<td>□ Chapter 10 Presentation: See Study Guide</td>
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<td>□ Chapter 16: Managing Information and Technology: Finding New Ways to Learn and Link</td>
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<td>□ Chapter 16 Presentation: See Study Guide</td>
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<td><strong>Submit:</strong></td>
<td>□ Case Study</td>
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**Notes/Goals:**
# Course Schedule

## Unit VII
**Product, Promotion, Distribution, and Pricing**

**Review:**
- Unit Study Guide

**Read:**
- Chapter 11: Marketing: Building Profitable Customer Connections
- Chapter 11 Presentation: See Study Guide
- Chapter 12: Production and Promotion: Creating and Communicating Value
- Chapter 12 Presentation: See Study Guide
- Chapter 13: Distribution and Pricing: Right Product, Right Person, Right Place, Right Price
- Chapter 13 Presentation: See Study Guide

**Submit:**
- Quiz
- Request to take Final Exam

**Notes/Goals:**

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## Unit VIII
**Operation Management Using Human Resources**

**Review:**
- Unit Study Guide

**Read:**
- Chapter 15: Human Resources Management: Building a Top-Quality Workforce
- Chapter 15 Presentation: See Study Guide
- Chapter 17: Operations Management: Putting It All Together
- Chapter 17 Presentation: See Study Guide

**Submit:**
- Final Exam

**Notes/Goals:**