

Business Management

BU110 (Dual Credit)

Spring 2022

Business Management focuses on providing students with a well-rounded understanding of how American businesses are organized and managed, as well as the role marketing plays in a successful business. The course is designed to cultivate the students' analytical and decision-making skills. Emphasis will be placed upon working on a team to develop communication skills, as well as the ability to interact and cooperate with others. Major topics covered will include domestic and international environment of a business, forms of business ownership, marketing management, financial and human resources management, and management responsibilities.

Course Rational:

This area of instruction prepares students for manager and administrative occupations. Students make decisions based on data, develop leadership skills, and select appropriate management styles for varying employee bases and ownership styles. Not only is this area of study vital to the development of all business students, it also provides skills and knowledge that can be used effectively by all students since many professional opportunities present occasions when management skills are needed.

CMU Catalog Description

Survey course to acquaint students with the major institutions and practices in the business world, to provide the elementary concepts of business, to act as an orientation course for selecting a major, and to provide information on business career opportunities.

Course Objectives

At the end of the course, students should have a basic understanding of the following course objectives:

- Understand the various types of economic systems that exist throughout the world
- Understand the major forms of business organizations and to explore the major functional areas of business: accounting, finance, marketing, and management within the context of the modern political, social and economic environment
- Understand the relationship between business and its environment
- Establish a foundation essential to the further study of business
- Explore the ethical and social responsibilities of business
- Study the emergence of global markets and their present and future impact on U.S. business and to understand the various types of economic systems that exist throughout the world

- Comprehend the standard industry merchandising terminology, i.e. the “language of business”.
- To aid in their understanding of the highly competitive business environment.

LEARNING OUTCOMES

Communication (articulate, multimodal, professional)

- Students are articulate, able to speak and write clearly and effectively.
- Students are multimodal, able to interpret and express ideas through multiple modes of communication.
- Students are professional, able to adapt to and interact with others in a confident, responsible, and engaged manner.

Curiosity (discover, analyze, create)

- Students can discover, explore, and seek solutions based on accumulated knowledge and current research.
- Students can analyze, evaluate, interpret, and summarize data.
- Students can create and innovate using critical thinking and collaborative skills.

Community (serve, respect, lead)

- Students will serve others and be ethical and informed citizens.
- Students will understand and respect diversity, including other’s viewpoints, positions, and beliefs
- Students will lead creatively and collaboratively to produce positive changes in the broader world.

Resources

Multiple type of resources will be required during the course of the semester. Google Classroom will be used extensively. All assignments, handouts, videos, web links, etc. will be posted.

Textbook (Provided): Foundations of Business (6th Edition); Pride, Hughes, Kappoor; Cengage Learning, Inc.; ISBN# 978-1-337-38692-0

Attendance Policy

Attendance is an important part of a student’s success. Students are responsible to adhere to the Fayette R-III attendance policy.

Grading Scale

A = 94%-100%	C = 73%-76%
A- = 90%-93%	C- = 70%-72%
B+ = 87%-89%	D+ = 67%-69%
B = 83%-86%	D = 63%-66%
B- = 80%-82%	D- = 60%-62%
C+ = 77%-79%	F = 0%-59%

CMU grading scale

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

Tests / Quizzes (50%) Tests will be announced in advance when we reach the end of a unit and will be worth 100 points each. Quizzes will normally be worth 0-20 points.

Daily work/Projects (50%) Consists of assignments in the book and workbook as well as activities assigned to support the material in the book. Students should expect to have some work to complete outside of class after each class period. Late work will not be accepted without instructor's approval. Some daily work may be completed in-groups and will be assessed a group grade as well as an individual grade.

Periodically students will complete special projects or develop and solve cases involving course material. Some will be done individually while others will be completed in a group. As above, group work will be assessed both a group and an individual grade.

Dual Credit Information

CMU Mission Statement: Central Methodist University prepares students to make a difference in the world by emphasizing academic and professional excellence, ethical leadership, and social responsibility.

Academic Conduct: Dual credit students are bound to both Fayette High School and CMU policies. All college and department policies on academic conduct will be strictly enforced. In this course, students will receive a zero on any assignment that violates the Academic Conduct policy. If the violation is extreme or if the student commits a second violation, the instructor may assign an F for the course. All cases will be reported to the Academic Dean and to the Chair of the Division of Business and Economics. The university policy can be found online in the University Catalog through the following link:

<http://www.centralmethodist.edu/academics/catalog/clas-catalog/policies/recognitions-sanctions.php>

ADA Statement:

Please refer to the “students with disabilities policy” which can be found online in the University Catalog through the following link:

<http://www.centralmethodist.edu/academics/catalog/clas-catalog/policies/index.php>. It is **your** responsibility to make arrangements with your instructor for special accommodations.

Dual credit students wishing to request reasonable accommodations for a disability, must also fill out the forms, even if they already have an IEP or other paperwork on file with the high school.

Grievance Policy:

Central Methodist University has established a grievance policy and process designed to provide students and others with a process to resolve potential issues. This policy and process is established to provide persons with an avenue to file a written concern and to establish a process to track and implement changes as a result of said concern. For more detailed information, consult the CLAS catalog at:

<http://www.centralmethodist.edu/academics/catalog/clas-catalog/policies/index.php>

If an issue cannot be solved through consultation with the faculty or division chair, students can report an incident/issue within 30 days of the event via the online web form https://cm.maxient.com/reportingform.php?CentralMethodistUniv&layout_id=3

CMU First Class Student Handbook: Please refer to the First Class Handbook for additional information about the dual credit program.

<http://www.centralmethodist.edu/academics/dual-credit/docs/FirstClassHandbook.pdf#search=First%20Class>

Semester Plans

The following units and **major assignments** will be completed this semester.

Business and Its Environment

- ✓ Economic Environment of Business
- ✓ Social Responsibility of Business
- ✓ Global Environment of Business

➤ **International Business Paper**

Forms of Business Ownership and the Law

- ✓ Sole Proprietorships and Partnerships
- ✓ Corporate forms of Business Ownership
- ✓ Legal Aspects of Business

➤ **Choose a Franchise**

Management Responsibilities

- ✓ Management Functions and Decisions
- ✓ Manager as a Leader
- **Leadership Paper**
- ✓ Importance of Motivation

Financial management

- ✓ Analyzing Financial Statements
- **Analyze Financial Statements of a Business**
- ✓ Sources of Finance in a Business
- ✓ Credit and Insurance

Nature and Scope of Marketing

- ✓ Building Customer Relationships
- ✓ Product Development
- **Brand Development Report**
- ✓ Developing a Pricing Strategy
- ✓ Role of Distribution in a Successful Business
- ✓ Promotional Mix