



A M B R O S E

**BUS 100 Introduction to Business Administration
(3 credit hours)
Fall 2009**

Class Schedule

Time: Tuesdays & Thursdays, 9:45-11:00am

Location: Room A2131

Moodle course link: <http://moodle.ambrose.edu/course/view.php?id=93>

Moodle enrolment code: 5596

Instructor Information

Instructor: Jeff Huebner, MBA

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Office hours: Wed & Fri 11:00-1:00pm & 2:15-3:00pm, Thurs 11:00-12:00pm,
or by appointment

Course Description & Objectives

This course provides an overview of business management and the business environment. It offers an introduction to the key functional areas of marketing, finance, accounting, strategy, operations, human resources, information systems, along with economic trends and business cycles. Emphasis is placed on how various functional areas are integrated to ensure successful business operations.

The course has two primary objectives. The first objective is to provide students with an overview of the firm in today's Canadian business environment. The course is organized to cover the main functional areas of business and how they interrelate. In addition, throughout the term the course focuses on important themes such as ethics, international business and entrepreneurship.

The second objective is to begin the process of developing each student's business skills. Key skills or competencies include: critical thinking and problem solving; verbal and written communication skills; team work; personal initiative; quantitative analysis; technological applications in business; ethical, social, historical, and global awareness; and integrating the core functional disciplines within a Christian perspective. To help students develop these skills, the course will involve group work, case analysis, presentations and class discussions. In addition to obtaining an overview of the Canadian business environment and developing key skills and competencies, students will be challenged to think from a Christian perspective as they learn about and apply these business topics.

Course Text & Materials

Textbook:

Ebert, Ronald J., Ricky W. Griffin and Frederick A. Starke, *Business Essentials*, 5th Canadian edition. Pearson Prentice Hall, 2009.

Cases:

- Case #1 – TBD
- Case #2 – TBD

The textbook is available in the bookstore. Instructions will be provided in class on where and how to obtain the cases. In addition to readings, audio visual presentations and guest speakers may also be used occasionally to supplement lectures and course materials.

Course Requirements & Evaluation

Course grading and evaluation will be conducted according to the following:

Midterm Exam	20%*
Final Exam	20%*
Business Case Reports (done in teams):	
Case #1 (written report)	10%
Case #2 (written report & class presentation)	15%
Presentation on Ethical Situation	
Presentation itself (done in teams)	10%
Written self-assessment (done individually)	5%*
Business and the Bible journal	10%*
Class Participation	10%*

To pass the course, students must achieve an overall grade of at least 50%, AND must obtain at least 50% (33 of 65) on the elements marked by an asterisk. That is, students must earn a combined passing grade on the non-group elements in order to pass the course.

Examinations:

A mid-term examination will be held in class during October, encompassing topics covered in the first half of the course. Further details will be provided at a later date. The course will conclude with a final examination covering all topics in the course, with a focus on those presented in the second half since the mid-term exam. The final exam will take place during the exam period in December as scheduled by the Registrar's Office.

Please note that graded examinations will only be made available for supervised review, at the request of the student, and will remain on-file with the course professor rather than being returned to each student's possession.

Business Cases:

Each student will be assigned to a case group, which will prepare reports for two cases. The written reports should be brief (5-7 pages in length: 12 point font, 1½ line spacing) and demonstrate critical thinking and professionalism. That is, they should be thoughtful, clear and free of grammatical mistakes. Please refer to the following documents in the course folder on the Ambrose server which provides guidance on how to develop business cases:

- The Business Case Method Outline
- *Making a Compelling Business Case* (by Don Wagner)
- Business Writing Guidelines

For the second business case study (Case #2), in addition to developing a written report each group will also deliver an in-class presentation, a maximum of 10 minutes in length, summarizing your analysis and recommendations for the case study. Further details regarding the case presentations will be provided in class.

Ethics Presentation:

Each student will be part of a group that presents in class on a business ethics issue (note: presentation groups will be different from case groups). In the third week of the term, we will assign each student into a group, and will assign a presentation date to each group. The topic for your group's presentation will be assigned two weeks before the date of your presentation. These topics will involve ethics issues connected to topics covered in class, or may involve issues currently in the business news. These issues will require the student to integrate both business and faith-based principles.

Your group's presentation should be a maximum of 10 minutes in length, after which another 5-10 minutes will be allowed for the group to field questions, comments or debate from the class. The presentation should be informative and interesting; try to make your presentation a learning experience for the class. Refer to Appendix D of "Making a Compelling Business Case" for suggestions on how to present.

All group members are expected to make significant contributions to their group's effort. The responsibilities of each student are laid out in the document entitled "Group Work in the Business Program".

In the second class following the date of your presentation, students will be required to submit a 1-2 page self-assessment of the presentation. This report should focus on your effectiveness as a presenter. Your self-assessment should indicate what you aimed to achieve in your presentation, what you think you did well, what you think you could have done better, and how you plan to improve your performance the next time you present.

Business and the Bible Journal:

In order to think about how the Bible relates to the various business principles being studied, you will need to keep a journal of how Biblical passages of your

own choosing relate to concepts learned in class. These journal entries can be brief (1-2 paragraphs each) and should include the verse reference and your own unique thoughts on how it relates to business. You will be required to do this for at least 10 passages during the semester (preferably derived from your own personal devotions and reflections). Journal entries will be handed-in twice during the semester, and class time will be set aside for overall group discussion of these journals.

Class Participation:

Another component of your grade is participation during class time. Students are expected to attend all classes, having prepared for class by reading the assigned text chapters ahead of time, and actively participate in group discussions. The skills needed to participate effectively in class and present your ideas are essentially the same skills required to participate effectively in the business world. The ability and willingness to speak up in front of others is an important skill for students to develop. If external circumstances or illness prevent you from attending or adequately preparing for a class, please let the professor know so that this can be taken into account, as repeated absences from class will negatively impact a student's individual participation grade.

Grading

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	
90% to 94%	A	Excellent
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good
72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
0% to 49%	F	Failure

To pass the course, students must achieve an overall grade of at least 50% and must earn a combined passing grade on the non-group work elements of the course. Failure to submit an assignment or write an exam on the assigned date without legitimate reason (i.e. evidenced illness) or prior approval of the instructor may result in a failed grade for the course. In the case of legitimate or approved absence, and at the instructor's discretion, the assigned date may be rescheduled to a later date, or if this is not practically possible, the marks reallocated to other components of the course grade.

All hand-in assignments and exams must include the student's name, ID number and school mailbox number.

Important Dates for Registration, Withdrawal, and Course Auditing

September 18th, 2009, is the last day to enter a course without permission or to withdraw from a course without incurring a financial penalty in terms of tuition refund.

November 13th, 2009, is the last day to voluntarily withdraw from a course or change to audit without academic penalty.

Course withdrawal forms are available from the Registrar. Students who do not follow the proper withdrawal procedures will be recorded as having failed the course.

In-class Use of Electronic Devices

The use of personal electronic devices by students in-class is purely at the discretion of the instructor. The use of music players, earphones, cell phones, PDAs, or any other personal entertainment devices will not be allowed in-class at any time. Typically, laptop or notebook computers may be utilized only for taking notes or reviewing course materials if necessary. However, if laptop use becomes a distraction for other students in the class, or is used for activities that are not class-related (i.e. Internet browsing, playing games, watching videos, emailing, chatting, etc.), the instructor will ask the student to stop using the laptop and put it away, and make a deduction to the student's course participation grade – 20% deduction for first instances; additional 40% deduction and loss of laptop use for the remainder of the semester for any repeat instances.

Audio or video recording of class lectures is strictly prohibited without the prior expressed consent of the instructor.

Important Notes

It is the responsibility of all students to become familiar with and adhere to academic policies of as are stated in the Student Handbook and Academic Calendar.

Personal information, that is information about an individual that may be used to identify that individual, may be collected as a requirement as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a "Course Extension." Alternative times for final examinations cannot be scheduled without prior approval. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the appropriate deadline. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Ambrose is committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar and the Student Handbook that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean.

BUS100
Weekly Reading Schedule

Date	Class Topic	Text chapters
Sept 10 th	Introduction and course overview	
Sept 15 th	The Canadian business system	1
Sept 17 th	Environments of business	2
Sept 22 nd	Entrepreneurship and small business <i>Assigning of groups for case studies & ethics presentations</i>	4
Sept 24 th	Managing the business firm	6
Sept 29 th	Discussion of Bible Business Journals Assignment: Hand-in Bible Business Journals #1	
Oct 1 st	Organizing the business firm	7
Oct 6 th	Managing human resources and labour relations	8
Oct 8 th	<i>Business case & skills development class:</i> Effectively writing and presenting a business case study	
Oct 13 th	Motivating and leadership Ethics presentation: Group #1	9
Oct 15 th	Operations management <i>Review for mid-term exam</i> Ethics presentation: Group #2	10
Oct 20 th	Mid-term exam	
Oct 22 nd	No class – Ambrose Community Day	
Oct 27 th	Ethics & social responsibility <i>Review and discussion of mid-term exam</i> Ethics presentation: Group #3	3
Oct 29 th	Accounting and information systems Assignment: Group case study #1 written reports due	11
Nov 3 rd	Accounting and information systems	11
Nov 5 th	Review and discussion of case study #1	

	Ethics presentation: Group #4	
Nov 10 th	Marketing: Consumer behaviour Ethics presentation: Group #5	12
Nov 12 th	Marketing: Product & promotion Ethics presentation: Group #6	13
Nov 17 th	Discussion of Bible Business Journals Assignment: Hand-in Bible Business Journals #2	
Nov 19 th	Marketing: Pricing & distribution	14
Nov 24 th	Business case: Marketing	
Nov 26 th	Money, Banking and Securities Markets	15
Dec 1 st	International Business Discussion of current events & business in the news Assignment: Group case study #2 written reports due	5
Dec 3 rd	In-class group presentations of case study #2 Assignment: Group presentations of case studies	
Dec 8 th	Financial Decisions and Risk Management Review and discussion of case study #2	16
Dec 10 th	<i>Course review for final exam</i>	

Note: The dates and order of topics outlined in this schedule may be subject to change at the instructor's discretion throughout the term. Any changes will be communicated in advance.