

## **BUS198 - Introduction to Business**

**Fall 2012**

**Section 001 (Tues-Thurs 9:40-11:10)**

**Section 002 (Tues-Thurs 11:30-1:00)**

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<b><u>Office Hours:</u></b>  <b>Tuesdays and Thursdays</b> <b>8:30 am – 9:30 am,</b> <b>1:00 pm – 2:00 pm,</b> <b>4:00 pm – 4:30 pm.</b>  <b>Other times by appt</b>	<b>Email: <a href="mailto:lavakej@uwosh.edu">lavakej@uwosh.edu</a></b>

### **Course Objectives**

- To provide students with an introduction to the management of businesses.
- To prepare students for additional courses in business, should they decide to continue learning about business.
- To help students determine if business is a career they wish to pursue.

## **Required Course Materials**

**BUSN, Edition 5** (2012-2013) by Kelly and McGowen (ISBN-13 number: 978-1-111-82673-4), published by Cengage Learning/South-Western Publishing will be our required textbook for this course.

**A Desire to Learn (D2L)** course web site <https://uwosh.courses.wisconsin.edu> has been created to accompany this class. Throughout the semester, your course assignment, quiz, and exam grades will be posted on the D2L site.

### **Cengage's CourseMate.**

In addition to downloadable MP3 chapter summaries, animated/visual chapter summaries, printable flashcards, practice quizzes, online games, videos, etc., Coursemate is a web-based assessment interface that provides homework assessments, and required for this course. As outlined in the Course Activities section below, ***individual homework assessments via CourseMate will make up a portion of your overall course grade. Therefore, delayed CourseMate registration will likely mean lost points.*** Purchase of a new course textbook includes a registration code to access the Coursemate site.

### **CourseMate Registration (1-2-3).**

To register for CourseMate, please visit [www.cengagebrain.com](http://www.cengagebrain.com). After entering your 1) University email address (e.g. smithj07@uwosh.edu) and 2) creating a private password, then, 3) use the appropriate "Course Key" (below) for your section:

**Section 001 (Tues-Thurs 9:40-11:10): Course Key =  
CM-9781111958244-0000169**

**Section 002 (Tues-Thurs 11:30-1:00): Course Key =  
CM-9781111958244-0000170**

### **Course Materials Purchase Options.**

**Option A:** *Purchase physical textbook and a CourseMate access code via UWO Bookstore.* A new physical textbook includes the CourseMate access code, and is available in the bookstore for purchase.

**Option B:** *Purchase CourseMate via online transaction.* This option may be ideal for the students who a.) share the textbook and require only an individual CourseMate access code, b.) purchase used textbooks or rent textbooks and require only a CourseMate access code, or c.) prefer an online version of the textbook to a physical copy, requires a CourseMate access code, and would like to conveniently purchase these items online. For these specific situations, you may purchase a separate CourseMate access code online via the [www.cengagebrain.com](http://www.cengagebrain.com) web site.

**REMEMBER: DELAYED COURSEMATE REGISTRATION = LOST POINTS**

## **Course Activities and Grading**

### **Course Activities:**

150 points - Team Quizzes (10 x 15 points each)  
150 points - Individual CourseMate Homework Assessments (10 x 15 points each)  
50 points - Interest Inventory Activity (print summary results re interest surveys)  
450 points - Exams:  
    225 points for Exam 1  
    225 points for Exam 2  
200 points - Business Plan Team Project:  
    25 points for Overview (i.e. Part 1)  
    50 points for each Part 2, Part 3, & Part 4  
    25 points for Presentation  
1000 points total

### **Grading (%):**

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

### **Business 198 Tutor:**

The Center for Academic Resources (CAR) provides free, confidential tutoring for students in most classes on campus. CAR is located in the Student Success Center, Suite 102. Check the Content Tutoring page on CAR's website ([www.uwosh.edu/car](http://www.uwosh.edu/car)) for a list of tutors. If your course is not listed, click on a link to request one, stop by the SSC, Suite 102 or call 424-2290. To schedule a tutoring session, simply email the tutor, let him/her know what class you are seeking assistance in, and schedule a time to meet. Tutoring takes place in SSC 102. Visit the website for more information.

## **Attendance, Misconduct, Miscellaneous**

### **Attendance Policy:**

Students are expected to be present for each scheduled class session. Students may be excused only in the following situations, and with acceptable documentation regarding same:

- a. death of an immediate family member (note from clergy or physician)
- b. medical care for pregnancy or serious illness (note from physician)
- c. participation in sanctioned UW-Oshkosh events (note from coach/advisor)
- d. government service, i.e. court appearance, jury or military duty (note from court or commander)

***Only under the above documented situations will make-up work be allowed.***

### **Academic Misconduct:**

Academic misconduct will not be tolerated. All suspected incidents of academic misconduct will be considered using the university's Student Discipline Code, Chapter 14. As such, if I conclude that academic misconduct has occurred, I will proceed to impose a disciplinary sanction.

Academic misconduct includes, but is not limited to, the following examples:

- Submitting work as one's own when all or a part of the work is that of another individual (i.e. plagiarism). One way to think of academic writing is that it generally asks you to effectively use *what* you have learned, while also giving credit to the specific place *where* it was learned. Whether from a book, magazine, or web site, you must properly cite (i.e. give credit) for the material that was considered and used when you prepared your writing.
- Utilizing work that has been prepared for another course or for another purpose, and submitting that work to fulfill an assignment in this course.
- Cheating on a quiz or an exam,
- Collaborating with others on assigned *individual* work,
- Tampering with the work of another individual.

### **Miscellaneous:**

Laptops, cell phones, etc.: The use of laptops during class for purposes of note-taking (and only note-taking) is permissible. However, use of the internet and/or the university's intranet/email during class hours is strictly prohibited. In addition, all electronic mobile devices (e.g. cell phones, PDA's, etc.) must be silenced during class. The use of calculators is not permitted during quizzes and exams; likewise, the use of cell phones, etc. as calculators is not allowed.

## Course Schedule

<u>Unit</u>	<u>Date</u>	<u>Topic</u>	<u>Reading</u>	<u>In Class</u>	<u>Projects Due</u>
Intro	09-06	Course Introduction	Syllabus and Ch 1: 2-17	Attendance, Team Setup	
Unit 1	09-11 09-13	Economic Principles	Ch 2: 18-35	Unit 1 Team Quiz	
Unit 2	09-18 09-20	Business Formation & Entrepreneurship	Ch 6: 82-99 and Ch 7: 100-106	Unit 2 Team Quiz	Bus. Plan: Part 1
Unit 3	09-25 09-27	Management	Ch 14: 224-239	Unit 3 Team Quiz	
Unit 4	10-02 10-04	Operations	Ch 17: 272-289	Unit 4 Team Quiz	
Unit 5	10-09 10-11	Human Resources	Ch 15: 240-255	Unit 5 Team Quiz	
Int Inv, Exam	10-16 10-18	Interest Inventory Project, Exam 1	Units 1 thru 5	Int Invent Project Preview, Exam 1	Bus. Plan: Part 2
Unit 6	10-23 10-25	Marketing & Product Strategy	Ch 11: 168-185 and Ch 12: 186-197	Unit 6 Team Quiz	
Unit 7	10-30 11-01	Distribution & Pricing	Ch 13: 210-223	Unit 7 Team Quiz	
Unit 8	11-06 11-08	Accounting	Ch 8: 114-131	Unit 8 Team Quiz	Bus. Plan: Part 3
Unit 9	11-13 11-15	Finance	Ch 9: 132-148	Unit 9 Team Quiz	
Interest Inventory	11-20 11-22	Interest Inventory Project No Class - Thanksgiving		Int Inventory Discussion	Int Inventory Doc
Unit 10	11-27 12-29	Information Technology	Ch 16: 256-271	Unit 10 Team Quiz	
Present, Review	12-04 12-06	Bus Plan Presentations, and Review		Bus Plan Presentations, and Review	Bus. Plan: Part 4 (i.e. Completed)
Present, Exam	12-11 12-13	Bus Plan Presentations, Exam 2	Units 6 thru 10	Bus Plan Presentations, Exam 2	

The above represents the schedule of activities the instructor intends to follow during the term. However, the instructor reserves the right to modify or change this schedule at any time.

## **The Business Plan Project**

An important element of Business 198 is the Business Plan Project. It will require a great deal of work on your part, but it will have several important benefits:

- An opportunity to apply business concepts and skills taught in this class.
- Provide practice working within a business-oriented team.
- It may actually help you launch a business.

**Helpful Sources:** To help you prepare your business plan, there are many helpful sources:

All UW Oshkosh students are eligible for one-to-one discussions at the **Writing Center**. Free, confidential tutoring is designed to help students work through assignments and gain additional writing skills. Trained peer consultants can assist students at any stage of the composition process, from brainstorming for topics to fine-tuning a final draft. They will assist students with issues like grammar and mechanics not by marking up the paper, but by helping students identify patterns of error and helping them learn how to avoid those errors. The Writing Center is located in the academic support suite of the Student Success Center (729 Elmwood Blvd., Ste. 102 • [wcenter@uwosh.edu](mailto:wcenter@uwosh.edu) • 920-424-1152). More information can be found on their Web site at <http://www.uwosh.edu/wcenter>.

Investigate the **Small Business Administration**, a government agency that supports entrepreneurs. You will find many example business plans on their web site, as well as a great deal of background material to help explain various aspects of business: <http://www.sba.gov/smallbusinessplanner/index.html>

Also look at the US Department of Labor's **Bureau of Labor Statistics**. It will tell you about wages for various jobs, the availability of workers in various parts of the country by occupation, and overall business costs. FYI: It is also a good place to find the current version of Occupational Outlook Handbook which tells you what the odds are of finding a job in various fields, and what you can expect to be paid: <http://www.bls.gov/home.htm>

Another site you will find helpful in doing research about Wisconsin business opportunities is county population estimates for the next twenty-plus years [http://www.doa.state.wi.us/docs\\_view2.asp?docid=2014](http://www.doa.state.wi.us/docs_view2.asp?docid=2014)

**Project Deliverables:** The project you will be creating for this class will be completed in six components. Each has its own due date (refer to Course Schedule).

For each of these assignments, include a cover sheet that names the members of the team, identifies the level of participation exhibited by each member of the team, and is signed by each member of the team (see page 10, below). All work should be prepared in Arial or Times New Roman, 12-point font. Also, since each assignment builds on previous work, include previous sections with each new assignment. These assignments will be graded based on completeness, accuracy, structure, grammar, and professionalism.

### **1. Business Plan Part 1: Business Overview**

#### **25 points possible.**

In one single-spaced page describe the essence of your business. All work should be prepared in Arial or Times New Roman, 12-point font.

- Describe the product or service that your business provides, and identify the customer needs that it fills.
- Discuss the specific competition that your business may encounter.
- Describe the potential customers for your product or service, and why these customers will purchase from your business rather than your competitors.

### **2. Business Plan Part 2: Formation, Management, and Operations**

#### **50 points possible**

In three to five single-spaced pages describe how your business will legally form itself, how your business will be managed and structured, and how it will focus on effective operations. All work should be prepared in Arial or Times New Roman, 12-point font.

- Compare the various types of business formation available as you discuss which form your company will utilize, and why.
- Briefly describe how the planning process will take place within your company. Conduct a SWOT analysis to evaluate your company's competitive position – use supporting data, not just opinions (this is a good time to check the BLS web site, etc.). Discuss key organizing considerations for your company (e.g. span of control, decision making, etc), including identification of the specific form of departmentalization that your company will utilize, and why.
- Discuss how several location factors will affect your company's specific choice of location. Describe the process (i.e. operational steps) that will occur regarding the creation/delivery of product/service within your business, and comment on the impact of inventory control and proper scheduling. Identify quality-improvement activities that will allow your company to maintain continuous improvement.

### **3. Business Plan Part 3: Human Resources, Marketing, and Distribution**

#### **50 points possible**

In three to five single-spaced pages describe how your business will utilize its human resources, as well as market and distribute its product/service. All work should be prepared in Arial or Times New Roman, 12-point font.

- Identify and briefly describe each of the several positions that will be necessary to operate your company, and then prepare a formatted position description (including complete responsibilities and qualifications) for one of those positions. Briefly discuss the recruitment, selection, training, and compensation issues pertinent to your company.
- Discuss several ways in which your company might segment consumers. Specifically identify your company's target market. Describe various influences that might impact your specific customer's decision-making process.
- Describe the distributions channel(s) that your company will utilize in transferring the product/service from your company to the end consumer. Discuss the role of distribution in adding value (i.e. utility) to your product specifically. Also, describe your company's supply chain (e.g vendor relationships, etc.). Briefly discuss any physical distribution (i.e. logistical) issues that will need to be addressed.

#### **4. Business Plan Part 4: Accounting, Finance, and Information Technology** **50 points possible**

In four to six single-spaced pages explain how the first year of business will appear financially, your company's use of financing, and the development of information technology. All work should be prepared in Arial or Times New Roman, 12-point font.

- Create the balance sheet and the income statement that you expect to see at the end of your first year in business. Briefly discuss each statement (include an explanation of how you arrived at several of the key numbers used on the statement). Also, explain how your company will use the elements of managerial accounting on an ongoing basis within your company. Based on the financial statements created above, calculate and explain your company's Current Ratio, Debt-to-Equity Ratio, and Return on Equity Ratio.
- Describe issues that your company may face regarding the management of operating funds (i.e. credit operations, inventory, etc.). Identify and explain the amounts and sources of your company's long-term financing.
- Identify the hardware, software applications, and/or networks that your company may require. Explain the challenges that new technologies may present to your company, and describe how your company will address the challenges and concerns arising from new technologies.

#### **5. Completed Business Plan**

Of course, the Completed Business Plan includes assignments #1, #2, and #3 (above) along with current assignment #4; however, be sure to also include a Table of Contents. All work should be prepared in Arial or Times New Roman, 12-point font. This final document should represent something you might actually show a commercial banker, a venture capital firm, or a potential employer. In addition, **upload a file (in either MS-Word or .rtf format) of your Completed Business Plan to the Drop Box found on our D2L course web site** so that I can maintain an electronic copy. If an electronic copy of the business plan is not provided as required, each member of the team will receive a failing grade for the course.

#### **6. Business Plan Presentation,** **25 points possible**

You will create a PowerPoint Presentation of five-six slides that briefly describes your business (for example, how it will be organized, to whom you will market your product/service, etc). Also, be sure to bring a *flash drive* to class containing the PowerPoint file so that your team can make a three-minute presentation to the class.

**An additional note regarding Academic Misconduct as it relates to the *Business Plan Course Project*:** It is evident that there are a very large number of business plans available on the Internet and elsewhere; you may certainly review them for ideas. However, if you copy (i.e. plagiarize) any portions of those plans, every member of the team will receive a failing grade for the course.



## **Rules Regarding Team Work**

It is the policy of the College of Business to require team projects so that students are better prepared for social and business demands when they graduate. Therefore a significant portion of your work in Business 198 will be done as part of a team. Unfortunately, some students find team assignments particularly challenging; for this reason we have established rules to assist all individuals in performing the team activity.

**Process** - You will be assigned to a team of five individuals. This is the team that will prepare the Business Plan Course Project, and the team you will be with to take each weekly Team Quiz. You will stay in that team at least until the end of the first full week of the course. Beginning on the last day of the first full week of the course, separation rules apply.

**Rule 1** - You can fire any member of your team. If the person does not do his/her fair share of the work, does not attend team meetings, or is not helpful on quizzes, fire them. To fire a person you need to take a majority vote of the team, and write a note to me identifying who you are firing and why, signed by the remaining members of the team. If you are fired, you will stop sitting with your team, and will move to an empty seat in the back of the room. You may form a new team with other people who have been fired, or you may do all the course work alone. However, you are still required to submit the Business Plan Course Project and take each weekly Team Quiz.

**Rule 2** - You may quit your team. If it seems to you that the people in your team are not serious or are not helpful, you are free to quit. You must write a note to me that provides the names of your old team members, and the reason that you are quitting the team. If you quit, you will stop sitting with your team, and will move to an empty seat in the back of the room. You may form a new team with other people who have quit, or you may do all the course work alone. However, you are still required to submit the Business Plan Course Project and take each weekly Team Quiz.

**Rule 3** - Protect yourself. About ten percent of the students in this class typically drop out, usually without telling anyone in their team that they intend to withdraw. If you have given them specific work assignments to turn in for you or the team, those assignments may also disappear. A good strategy is to ask all students to email all sections of a paper to all other members of the team, so you each have a complete copy. Also make sure you get everyone's final work at least a day before the assignment is due, so you are not left unprepared if a team member drops out at the last minute.

**Rule 4** – Communicate, communicate, communicate. At the start of each Part of the business plan (i.e. Part 1, Part 2, etc.) be sure to identify work assignments as well as content and quality expectations clearly. When you submit your team deliverable, you will be asked to identify the level of participation for each member of the team. Members identified with a low level of participation will be graded accordingly; a penalty of one or two full letter grades may be assessed. If a section of the deliverable includes poor work I will assume that no one else on the team proofread the document, recognized the mistakes, and/or requested a re-write. Again, all team members must monitor the work of the team, and communicate with each other regarding content and quality.

Team # \_\_\_\_\_

\_\_\_\_\_  
(Name of Company)

## Business Plan Team Project:

Date (circle one)

Tues 09-18-12	Part 1 and Sources Used
Tues 10-16-12	Part 1 and Part 2 and Sources Used
Tues 11-06-12	Part 1, Part 2 and Part 3 and Sources Used
Tues 12-04-12	Table of Contents, Part 1, Part 2, Part 3 and Part 4 and Sources Used

### TEAM

*Print Name of Every  
Team Member*

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### TEAM

*Rate Member  
Involvement \**

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### INDIVIDUAL

*Legible Member Signatures  
(reqd to receive grade) \*\**

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\* Involvement Rating Scale:

1 = None      2 = Poor      3 = Good      4 = Very Good

\*\* Team members who have not signed this completed document will receive a grade of zero for the deliverable.