



## 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

Kelly, M., & McGowen, J. (2012). *BUSN 4*. Mason, OH: South-Western.

## Course Learning Objectives

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

1. Analyze the concepts, principles, and operations of the private enterprise system, comparing them to successful and struggling organizations, and recommend effective and efficient changes for improvement.
2. Evaluate major economic systems in the private and corporate sectors and explain the differences in the economic impact between these business models.
3. Identify modern management and business organizational functions and how these functions evolve in response to external and internal environmental changes in technology, diversity, global competition, and governmental regulations.
4. Describe market functions, concepts, and processes involved in designing product, promotional, distribution, and pricing strategies.
5. Explain the role and importance of financial management.
6. Define the concepts and processes involved in managing short and long term fund acquisitions and allocations.
7. Justify risk management as an important element in today's business environment and explain the necessary strategies in managing business risk at the local and corporate level.
8. Summarize the importance of ethics in business and the social responsibility element ethically required for success and social well-being.
9. Identify the characteristics of IT and E-commerce and how they increase competency and profitability.

## Credits

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

## Course Structure

1. **Unit Learning Objectives:** Each unit contains learning objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Written Lectures:** Each unit contains a Written Lecture, 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 as supplemental reading to aid students their course of study.
4. **Key Terms:** Key Terms are intended to guide students in their course of study. Students should pay particular attention to Key Terms as they represent important concepts within the unit material and reading.
5. **Learning Activities (Non-Graded):** These non-graded Learning Activities are provided to aid students in their course of study.
6. **Unit Assessments:** This course contains eight Unit Assessments, one to be completed at the end of each unit. Assessments are composed of short essay questions.

7. **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.
8. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.
9. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

## 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 utensil, and a calculator, if necessary, are allowed when taking proctored exams.

## 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.

[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

Unit Assessments (8 @ 11%)	= 88%
Final Exam	= 12%
<b>Total</b>	<b>= 100%</b>

## 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.

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<b>Unit I</b>	<b>Business Change is Constant and Economics is the Framework</b>
<b>Review:</b>	<input type="checkbox"/> Unit Study Guide <input type="checkbox"/> <b>Learning Activities (Non Graded):</b> Instructions below Written Lecture
<b>Read:</b>	<input type="checkbox"/> <b>Chapter 1:</b> Business Now: Change Is the Only Constant <input type="checkbox"/> <b>Chapter 2:</b> Economics: The Framework for Business <input type="checkbox"/> <b>Supplemental Readings:</b> See Study Guide
<b>Submit:</b>	<input type="checkbox"/> <b>Assessment</b>
Notes/Goals:	

<b>Unit II</b>	<b>Business Ethics with Social Responsibility in a Worldwide Business Environment</b>
<b>Review:</b>	<input type="checkbox"/> Unit Study Guide <input type="checkbox"/> <b>Learning Activities (Non Graded):</b> Instructions below Written Lecture
<b>Read:</b>	<input type="checkbox"/> <b>Chapter 3:</b> The World Marketplace: Business without Borders <input type="checkbox"/> <b>Chapter 4:</b> Business Ethics and Social Responsibility: Doing Well by Doing Good <input type="checkbox"/> <b>Supplemental Readings:</b> See Study Guide
<b>Submit:</b>	<input type="checkbox"/> <b>Assessment</b> <input type="checkbox"/> <b>Proctor Approval Form</b>
Notes/Goals:	

<b>Unit III</b>	<b>Business Communications, Management, Motivation, and Leadership</b>
<b>Review:</b>	<input type="checkbox"/> Unit Study Guide <input type="checkbox"/> <b>Learning Activities (Non Graded):</b> Instructions below Written Lecture
<b>Read:</b>	<input type="checkbox"/> <b>Chapter 5:</b> Business Communication: Creating and Delivering Messages That Matter <input type="checkbox"/> <b>Chapter 14:</b> Management, Motivation, and Leadership: Bringing Business to Life <input type="checkbox"/> <b>Supplemental Readings:</b> See Study Guide
<b>Submit:</b>	<input type="checkbox"/> <b>Assessment</b>
Notes/Goals:	

Unit IV	Business Formation, Small Businesses, and Entrepreneurship
<b>Review:</b>	<input type="checkbox"/> Unit Study Guide <input type="checkbox"/> <b>Learning Activities (Non Graded):</b> Instructions below Written Lecture
<b>Read:</b>	<input type="checkbox"/> <b>Chapter 6:</b> Business Formation: Choosing the Form that Fits <input type="checkbox"/> <b>Chapter 7:</b> Small Business and Entrepreneurship: Economic Rocket Fuel <input type="checkbox"/> <b>Supplemental Reading:</b> See Study Guide
<b>Submit:</b>	<input type="checkbox"/> <b>Assessment</b>
Notes/Goals:	

Unit V	Accounting and Finance
<b>Review:</b>	<input type="checkbox"/> Unit Study Guide <b>Learning Activities:</b> <input type="checkbox"/> Non-Graded activities to aid comprehension of the course material
<b>Read:</b>	<input type="checkbox"/> <b>Chapter 8:</b> Accounting: Decision Making by the Numbers <input type="checkbox"/> <b>Chapter 9:</b> Finance: Acquiring and Using Funds to Maximize Value <input type="checkbox"/> <b>Supplemental Readings:</b> See Study Guide
<b>Submit:</b>	<input type="checkbox"/> <b>Assessment</b>
Notes/Goals:	

Unit VI	Security Markets, Managing Information, and Technology
<b>Review:</b>	<input type="checkbox"/> Unit Study Guide <input type="checkbox"/> <b>Learning Activities:</b> Non-Graded activities to aid comprehension of the course material
<b>Read:</b>	<input type="checkbox"/> <b>Chapter 10:</b> Securities Markets: Trading Financial Resources <input type="checkbox"/> <b>Chapter 16:</b> Managing Information and Technology: Finding New Ways to Learn and Link, pp. 236-245 <input type="checkbox"/> <b>Supplemental Readings:</b> See Study Guide
<b>Submit:</b>	<input type="checkbox"/> <b>Assessment</b>
Notes/Goals:	

Unit VII		Product, Promotion, Distribution, and Pricing
<b>Review:</b>	<input type="checkbox"/>	Unit Study Guide
	<input type="checkbox"/>	<b>Learning Activities (Non Graded):</b> Instructions below Written Lecture
<b>Read:</b>	<input type="checkbox"/>	<b>Chapter 11:</b> Marketing: Building Profitable Customer Connections, pp. 151-161
	<input type="checkbox"/>	<b>Chapter 12:</b> Production and Promotion: Creating and Communicating Value, pp.167-187
	<input type="checkbox"/>	<b>Chapter 13:</b> Distribution and Pricing: Right Product, Right Person, Right Place, Right Price, pp. 193-202
	<input type="checkbox"/>	<b>Supplemental Readings:</b> See Study Guide
<b>Submit:</b>	<input type="checkbox"/>	<b>Assessment</b>
	<input type="checkbox"/>	<b>Request to take Final Exam</b>
Notes/Goals:		

Unit VIII		Operation Management Using Human Resources
<b>Review:</b>	<input type="checkbox"/>	Unit Study Guide
	<input type="checkbox"/>	<b>Learning Activities (Non Graded):</b> Instructions below Written Lecture
<b>Read:</b>	<input type="checkbox"/>	<b>Chapter 15:</b> Human Resource Management: Building a Top-Quality Workforce, pp. 223-231
	<input type="checkbox"/>	<b>Chapter 17:</b> Operations Management: Putting It All Together
	<input type="checkbox"/>	<b>Supplemental Readings:</b> See Study Guide
<b>Submit:</b>	<input type="checkbox"/>	<b>Assessment</b>
	<input type="checkbox"/>	<b>Final Exam</b>
Notes/Goals:		