

Exploring Business – Fall 2014

Bus 10123-007 CRN 23479 - 15 Weeks

Kent State University

College of Business Administration

Oscar Ritchie Hall – Room 204

Mondays & Wednesdays: 3:45-5:00 pm

Instructor: Marlo Kibler, MBA, Assistant Director of Scholarship and Fund Administration
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Office Hours: By appointment – Room 438

Communication: Please allow 24 hours for instructor responses to emails. You will most likely receive quick responses from me, but you cannot rely upon it. Please email me directly at the above email address - [not through Blackboard Learn](#) - if you desire a timely response. Be sure to check your KSU email *and* Blackboard Learn for communications from me at least every other day. FYI, due to FERPA regulations, I cannot communicate grades or course-related materials to non-KSU email addresses. It is your responsibility to communicate to me if you are going to be absent and or for you to make up any missed assignments or to get caught up on any classroom discussion missed. Class participation is a very important component to your being successful in this class and for your future business endeavors. From time to time, we will have guest speakers who have been gracious enough to volunteer their time and expertise to help to provide you some insight on what the world of business is all about. Therefore if you are not here to be able to ask questions and to engage in the discussions you cannot earn participation points. It is my expectation this class will not only be informational and interesting but fun and very collaborative. I am excited to be your instructor this semester! Let's have an excellent class!

Required Textbooks:

If you checked the book icon in our class scheduling system for the Exploring Business course (BUS 10123) when you scheduled your class, you will find we have indicated you need a subscription to the Wall Street Journal. Please note that the WSJ Bookstore Pack **DOES NOT** come in a Used format even though the icon you click says it does. **You will need to purchase a new subscription for Fall 2014 semester! You cannot purchase this anywhere else except the KSU book store (on campus) or Campus Book and Supply at 112 S. Lincoln Street Kent, Ohio 44240 to get the discounted price.**

Not noted when you click on the book icon is the fact that you also need the following textbook for the Exploring Business class:

M: BUSINESS with Custom Connect Plus PPK LL Kent State University.

To get the best possible price (\$61.75 plus tax and shipping) for this text, you need to **order directly from the Publisher** (McGraw-Hill.) [OR you can go to the Kent State University Bookstore](#) (retail price will be higher \$88.00). The ISBN# is 0077779541 for BUS 10123: M: BUSINESS with Custom Connect Plus PPK LL Kent State University. You will be sent a copy of the Loose-leaf / binder-ready book and the access code to Connect Plus (the version that includes the eBook.) **Do not discard or misplace the access code.**

This link http://mhprofessional.com/mhhe_product.php?isbn=0077779541&cat=108 is where you can purchase your textbook. **You MUST cut and paste or re-type the URL exactly as it appears above into your browser. You cannot simply click on the URL above to make it work.**

To place your order, you will need to establish an account and then make your purchase with a valid credit card. You can place your order at any time.

If you have any trouble, Customer Service for the Publisher may be reached between the hours of 8:00 AM and 4:30 PM EST, Monday through Friday at: Telephone: 1 (877) 833-5524.

COURSE OBJECTIVES:

- 1) Understand what is business is and how it functions verses a not-for-profit or government entity
- 2) Understand business and its impact and role in society
- 3) Enhance critical thinking and problem solving skills
- 4) Build foundation for subsequent business course work
- 5) Recognize importance of current events (local news, national news, world news etc.)
- 6) Recognize effect that politics and government has on business

COURSE ORGANIZATION: Class time will focus on practical application and reinforcement of the text material. This will be accomplished through the use of lectures, discussions, PowerPoint presentations, videos, guest speakers and online demonstrations. Class time will not simply be a rehash of the text material. All students are expected to have read the assigned chapters and complete the LearnSmart Exercises before class in order to be an active participant during class. All written assignments will be submitted via Blackboard Learn.

EXPECTATIONS: All students are expected to:

- ✓ Attend class
- ✓ Arrive for class on time
- ✓ Not cause disruptions during class
- ✓ Participate in class discussions
- ✓ Submit homework assignments by the assigned due dates – no exceptions
- ✓ Conduct themselves as a business professional

ACADEMIC HONESTY:

All work related to this class is to be done individually! Cheating means to misrepresent the source, nature, or other conditions of your academic work (e.g., tests, papers, projects, assignments) so as to get undeserved credit. In addition, it is considered cheating when one cooperates with someone else in any such misrepresentation. The use of the intellectual property of others without giving them appropriate credit is a serious academic offense. It is the University's policy that cheating or plagiarism result in receiving a failing grade for the work or for the course. Repeat offenses may result in dismissal from the University.

STUDENTS WITH DISABILITIES:

University policy 3342-3-01.3 requires that students with disabilities be provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability and require accommodations, please contact the instructor at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for classroom adjustments through Student Accessibility Services (contact 330-672-3391 or visit <http://www.kent.edu/sas/index.cfm> for more information on registration procedures).

ENROLLMENT REQUIREMENTS:

Students have a responsibility to ensure they are properly enrolled in classes. You are advised to review your official class schedule (Using Student Tools on Flash Line) during the first two weeks of the semester to ensure you are properly enrolled in this class and section. Should you find an error in your class schedule, you have until **Sunday, September 7, 2014** to correct the error. If registration errors are not corrected by this date and you continue to attend and participate in classes for which you are not officially enrolled, you are advised now you **will not** receive a grade at the conclusion of the semester for any class for which you are not properly registered.

COURSE WITHDRAWAL DEADLINE:

Please note that the last day to drop this class is **Sunday, November 2, 2014.**

GRADING (subject to minor modifications at the discretion of your instructor):

Learn Smart HW Assignments: 16 assignments	160 (10 points each)
WSJ Assignments: 5 assignments	100 (20 points each)
Attendance/Participation:	90 (DON'T sleep on this one!!)
Tests: 4 tests	100 (25 points each)
Final Exam:	<u>50</u>
Total Points:	500

GRADING SCALE:

A	93% or greater (465-500)	C+	77% - 79.99% (385-399)
A-	90% - 92.99% (450-464)	C	73% - 76.99% (365-384)
B+	87% - 89.99% (435-449)	C-	70% - 72.99% (350-364)
B	83% - 86.99% (415-434)	D	60% - 69.99% (300-349)
B-	80% - 82.99% (400-414)	F	0% - 59.99% (<299)

TESTS AND FINAL EXAM:

All tests and the final exam will be administered in the computer lab located on the 2nd floor of the College of Business Administration Building, Room A226 utilizing **Blackboard**. Students must check in with the Proctor, show his/her student or other acceptable photo ID before being allowed to take the exam. Students must know their Flashline ID and Password.

Students have the option of when to take the exam. Test dates will be announced in class with days and times the test will be available. **No make-up tests or exams will be permitted except in the event of a documented student illness, hospitalization or death of an immediate family member.** Any test or exam taken after the prescribed exam periods is subject to a minimum markdown of 20%. **No materials of any kind are permitted during an exam including translation dictionaries.**

WRITTEN ASSIGNMENT HOMEWORK: **This is where all the Written Assignments and rewrites should be explained. – Due at the Beginning of class!**

LEARNSMART CONNECT ASSIGNMENTS: These assignments are to help you prepare, understand and study for each Chapter. They are to be completed PRIOR to class discussion of the Chapter. These are not graded for accuracy. You receive your points for completion of the assignment.

PARTICIPATION/ATTENDANCE: It is at the sole discretion to award up to 95 points for superior class participation. Participation is not based strictly on attendance, but also upon the contribution to class discussion.

TECHNICAL SUPPORT: If you experience problems with Blackboard Learn which prevent you from submitting any work or assignment, you must contact the Instructor via the email address indicated above (not through Learn) PRIOR to the deadline to discuss alternative solutions. **Problems with Blackboard Learn does not excuse late submissions.**

KSU Helpdesk – <http://www.kent.edu/is/helpdesk/index.cfm>

Blackboard Learn Orientation – <http://ondemand.blackboard.com>

EXTRA CREDIT ASSIGNMENTS: Students will have 4 opportunities during the semester to receive extra credit for a total of 100 points each assignment is worth 25 points! ALL STUDENTS are encouraged to take advantage of completing the extra credit assignments to help you especially should you run into a rough patch later in the semester. It can only help you. Yes, it is more work but in the workplace they have a name for it: “Other duties as assigned” ☺. The extra credit assignments will be told you during class. If you have a perfect score of 500 accumulated points, **YOU WILL NOT HAVE TO TAKE THE FINAL!**

The schedule below is tentative and the instructor reserves the right to make changes.

COURSE CONTENT OUTLINE

Week 1	Date	Topics/Agenda	Deliverables (HW and Assignments)
	Monday, Aug. 25, 2014	<ul style="list-style-type: none"> ➤ Introduction to the Course and the Instructor ➤ Review of the Syllabus. 	Purchase Textbook and Wall Street Journal
	Wednesday, Aug. 27, 2014	<ul style="list-style-type: none"> ➤ Introduction to Connect and the WSJ ➤ Introduction to McGraw Hill ➤ Review of Writing Assignments 	Review course material and familiarize yourself with Blackboard and Connect McGraw Hill Reps to work with you– Go to computer Lab
Week 2	Date	Topics/Agenda	Deliverables (HW and Assignments)
	Monday, Sept. 1, 2014	<ul style="list-style-type: none"> ➤ NO CLASS – Labor Day Holiday 	Read Chapter 1 and prepare for next class discussion. Complete LearnSmart HW #1
	Wednesday, Sept. 3, 2014	<ul style="list-style-type: none"> ➤ Chapter 1 – Business/Economics 	Read Chapter 2 and prepare for next class discussion. Complete LearnSmart HW #2
Week 3	Date	Topics/Agenda	Deliverables (HW and Assignments)
	Monday, Sept. 8, 2014	<ul style="list-style-type: none"> ➤ Chapter 2 – Ethics 	Read chapter 3 and prepare for the next class discussion. – Guest Speaker to Be announced. Complete LearnSmart HW #3
	Wednesday, Sept. 10, 2014	<ul style="list-style-type: none"> ➤ Chapter 3 – International Business 	
Week 4	Date	Topics/Agenda	Deliverables (HW and Assignments)
	Monday, Sept. 15, 2014	<ul style="list-style-type: none"> ➤ EXAM #1 Review 	Complete the Online Study Guide and STUDY for Exam 1

	Wednesday, Sept. 17, 2014	➤ NO CLASS – Exam #1 Chapters 1-3	Submit on Blackboard Learn your answers to the Exam #1. Read Chapter 4 and prepare for next class discussion. Complete LearnSmart HW #4
Week 5	Date	Topics/Agenda	Deliverables (HW and Assignments)
	Monday, Sept. 22, 2014	➤ Chapter 4 – Options for Organizing Business	Read Chapter 5 and prepare for next class discussion. Complete LearnSmart HW #5
	Wednesday, Sept. 24, 2014	➤ Chapter 5 – Small Business, Entrepreneurship, and Franchising	WSJ Writing Assignment #1 – Due at the start of class – No exceptions!! Read Chapter 6 and prepare for next class discussion Complete LearnSmart HW #6
Week 6	Date	Topics/Agenda	Deliverables (HW and Assignments)
	Monday, Sept. 29, 2014	➤ Chapter 6 –Nature of Management	Read Chapter 7 and prepare for next class discussion
	Wednesday, Oct. 1, 2014	➤ Chapter 7 –Organization, Teamwork and Communication	Complete Learn Smart HW #7 - Due today by 11:59 pm EST.
Week 7	Date	Topics /Agenda	Deliverables (HW and Assignments)
	Monday, Oct. 6, 2014	➤ Chapter 7 - Communication	WSJ Writing Assignment #2 – Due at the start of class – No exceptions!! Guest Speaker to be Announced
	Wednesday, Oct. 8, 2014	➤ EXAM #2 Review	Complete the Online Study Guide, STUDY for Exam #2

Week 8	Date	Topics/Agenda	Deliverables (HW and Assignments)
	Monday, Oct. 13, 2014	➤ No Class – Exam #2, Cha. 4-7	Complete Exam #2 Read chapter 8 and prepare for next class discussion Complete LearnSmart HW #8
	Wednesday, Oct. 15, 2013	➤ Chapter 8 –Managing Service and Manufacturing Options	Read Chapter 9 and prepare for next class discussion Complete LearnSmart HW #9
Week 9	Date	Topics/ Agenda	Deliverables (HW and Assignments)
	Monday, Oct. 20, 2014	➤ Chapter 9 –Motivating the Workforce <i>Speaker to be Determined</i>	Read chapter 10 and prepare for next class discussion Complete LearnSmart HW #10
	Wednesday, Oct. 22, 2014	➤ Chapter 10 –Managing Human Resources	WSJ Writing Assignment #3 – Due at the start of class – No Exceptions!!
Week 10	Date	Topics/Agenda	Deliverables (HW and Assignments)
	Monday, Oct. 27, 2014	➤ Exam #3 Review	Complete the Online Study Guide and STUDY for Exam #3
	Wednesday, Oct. 29, 2014	No Class – Exam #3 Cha. 8-10	Complete Exam #3 Read Chapter 11 and prepare for next class discussion Complete LearnSmart HW #11
Week 11	Date	Topics/ Agenda	Deliverables (HW and Assignments)
	Monday, Nov. 3, 2014	➤ Chapter 11 – Marketing	Read Chapter 12 and prepare for next class discussion Complete LearnSmart HW #12

	Wednesday, Nov. 5, 2014	➤ Chapter 12 – Digital Marketing	<p>Read Chapter 13 and prepare for next class discussion</p> <p>Complete LearnSmart HW #13</p>
Week 12	Date	Topics/Agenda	Deliverables (HW and Assignments)
	Monday, Nov. 10, 2014	➤ Chapter 13 – Digital Marketing and Social Networking	<p>Guest Speaker – To be Announced. WSJ Writing Assignment #4 – Due at the start of class – No exceptions!!</p>
	Wednesday, Nov. 12, 2014	➤ Exam #4 Review	Complete the Online Study Guide and STUDY for Exam 4
Week 13	Date	Topics /Agenda	Deliverables (HW and Assignments)
	Monday, Nov. 17, 2014	➤ NO Class – Exam #4 Chapters 11-13	<p>Complete Exam #4</p> <p>Read Chapter 14 and prepare for next class discussion</p> <p>Complete LearnSmart HW #14</p>
	Wednesday, Nov. 19, 2014	➤ Chapter 14 – Accounting and Financial –Guest Speaker to Be Announced	<p>Read Chapter 15 and prepare for next class discussion</p> <p>Complete Learn Smart HW #15</p> <p>WSJ Writing Assignment #5 – Due at the start of class – No exceptions!!</p>
Week 14	Date	Topics/Agenda	Deliverables (HW and Assignments)
	Monday, Nov. 24, 2014	➤ Chapter 15 – Money and the Financial System	<p>Read Chapter 16 and prepare for next class discussion</p> <p>Complete LearnSmart HW #16</p>
	Wednesday, Nov. 26, 2014	➤ NO CLASS - THANKSGIVING	

Week 15	Date	Topics/Agenda	Deliverables (HW and Assignments)
	Monday, Dec. 1, 2014	➤ Chapter 16 – Financial Management and Securities Markets	Review to Prepare for Final Exam
	Wednesday, Dec. 3, 2014	➤ Final Exam Review	Review to Prepare for Final Exam
	Monday December 8-12, 2014	FINAL EXAM – IN OUR CLASSROOM	FINAL EXAM – WORTH 50 POINTS!!