



COURSE TITLE: BUS 1000.02 Business Foundations (A Hybrid Course, Meets Mondays and Wednesday for entire semester.

DESCRIPTION: Gives an overview of the development of American business, its history, traditions, and major functional areas. Class activities examine current practices and develop group decision-making, analysis, and presentation skills.

SEMESTER: Fall 2017

COURSE START: August 28

CLASS HOURS: 12:00-12:50 PM

COURSE MATERIAL: Textbook: FERRELL, O.C., GEOFFREY A. HIRT, LINDA FERRELL
BUSINESS: A CHANGING WORLD, Tenth Edition, ISBN 978-1-1739-6,
McGraw-Hill Irwin, 2016.
Learning Management System (MOODLE)
<http://sbmonline.ndnu.edu>

INSTRUCTOR: Dyanne Ladine J.D, M.S., M.B.A., M.A.

TELEPHONE: (650) 327-7894

E MAIL: dladine@aol.com dladine@ndnu.edu

Dyanne Ladine was in the private practice of law for eight years, specializing in small business. She has been on the faculty of Notre Dame de Namur University for 25 years. She is the organizer and Vice President of Operations of Herban Health, a non profit organization located in East Palo Alto that provides holistic health care for underserved communities. She has the organizer and manager the Lettuce Work produce cooperative business.

OFFICE HOURS: 30 minutes prior to the start of each class or by prearranged appointment.

ACADEMIC HONESTY: Academic honesty is a cornerstone of our values at NDNU. If any words or ideas used in an assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work.

PRIVACY and CONFIDENTIALITY: One of the highlights of the NDNU academic experience is that students often use real-world examples from their organizations in class discussions and in their written work. However, it is imperative that students not share information that is confidential, privileged, or proprietary in nature. Students must be mindful of any contracts they have agreed to with their companies.

LEARNING and OTHER DISABILITIES: If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Program for Academic Support and Services (PASS) to arrange for possible accommodations (650-508-3670)

CLASS ATTENDANCE: Your attendance is very important to your studies at the University. Non-attendance or lack of participation in the class will be considered during the grading process. Students are permitted three unexcused absences for the entire semester. University policies are enforced for all excused absences such as athletics.

WRITTEN ASSIGNMENTS: The School of Business and Management requires the use of the American Psychology Association (APA) publication guidelines as a standard for all papers.

LATE HOMEWORK: NO LATE HOMEWORK IS ACCEPTED. This is a paperless course with all assignments submitted online in MOODLE, SBM'S Learning Management System (LMS). MOODLE is available 24/7. All students are expected to have back up plans should their computers fail to access



the Internet and/or MOODLE. In a 24/7 system computer failure is not an excuse for not submitting work in a timely fashion. Ample time is given for the submission of all assignments.

PARTICIPATION: All participants are expected to arrive in class on time, or no more than 5 minutes late to class. All learners are required to attend all scheduled in-class sessions and are required to remain in class until each session is officially ended. It is the late participant's responsibility to check in with the professor immediately following class to make sure they were not marked absent. Points will be deducted for repetitive late arrivals.

Each participant is allowed three (3) unexcused absences. If participants use none of their unexcused absences, they will receive five (5) bonus points added to their final tally of points for their course grade. (See grading table below). The only excused absences are those granted for participation in scheduled intercollegiate athletic contests.

Active class participation in the course on a session by session basis is necessary in order to achieve a high grade for the course. Points will be marked down from class work grade if any of the following are done during class: not working on task, doing other work, using electronic devices when not part of an exercise, talking when not part of an activity, or engaging in other disruptive behavior. It is the learner's responsibility to be aware of this course standard; the professor will not interrupt the class to warn a learner that he/she observes violating this course standard.

EXTRA CREDIT: No extra credit is given in this class, except for highly unusual circumstances worked out with the instructor.

Program Learning Outcomes for the Day Business Program;

- * PLO#1. Acquire and demonstrate analytical and problem solving skills within various disciplines of business- accounting, economics, finance, management and marketing.
- * PLO#2. Learn to describe, discuss and analyze current events in American business with attention to the global, social and ethical dimensions of events.
- * PLO#3. Acquire the communication, research and technological skills needed to analyze a business situation (problem and/or opportunity), and prepare and present a management report.
- * PLO#4. Engage in at least one internship or service learning experience to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain career related experiences.
- * PLO#5. Develop critical thinking abilities and a foundation of ethical principles that allows them to work effectively, respectfully, ethically and professionally with people of diverse ethnic, cultural, gender and other backgrounds.

Course Learning Objects:

1. Distinguish between and explain basic aspects of capitalistic, socialistic, communistic and mixed economic systems PLO#5
2. Understand and correctly use common business terminology in online written assignments and in class sessions, as well as in team written and discussion assignments. PLO#2, PLO#3
3. Describe the basic functions of a typical business organization in class, online and in team written assignments. PLO#1
4. Describe the different forms of business in class and n online discussions and assignments.PLO#1
5. Explain the social and ethical responsibilities of business organizations as well as differing views of these in class discussions and in online (MOODLE) work.PLO#2, PLO#5
6. Understand and be able to describe accurately the various areas which are parts of the field of business and how they are integrated for effective practice. PLO#1
7. Investigate career opportunities in business and discuss these in class, online as well as in essay exams. PLO#2, PLO#4



- 8. Be able to describe how technologies aid business practice in terms of increased efficiency and effectiveness of communications and information transfer. PLO#2,PLO#3
- 9. Understand and be able to describe how “globalization” has changed the business community and how GIS (Geographic Information Systems) have become necessary to the development of business enterprises. PLO#2, PLO#5
- 10. Demonstrate how specific technology applications make doing business research and access to business information vital and critical to effective business practice and success. PLO#3

SYLLABUS UPDATES: Refer to this syllabus for course information however the course syllabus and schedule are subject to change in the event of extenuating circumstances. In all circumstances University policies will be strictly adhered to.

CLASS FORMAT AND TEACHING METHOD: This class will be a mixture of in class discussion groups, lecture, guest lectures, and online assignments. These activities will focus on developing an understanding of the language and the concepts of the business environment as well as developing and improving critical thinking skills that form the basis of good decision making. Weekly online assignments are assigned for the student to 1. understand terms and concepts relevant to the subject, and 2. answer questions that require the application of critical thinking skills. Students will be formed into teams within which they will work together throughout the term, modeled on teams in the workplace, where problem solving and open communication skills will be developed. Finally, over the course of the term these teams will develop a mini business plan which will be presented in the last week of class. **Students will receive complete information before every assignment and the instructor is available both in person, online and in person to make sure that students are prepared to perform as well as they are able.**

WORKLOAD: In addition to class attendance, every class at NDNU includes assignments to take approximately six (or more) hours per week outside of class. The distribution of average weekly hours of instruction/study for this class will follow that norm, equaling a total of 9 hours a week, generally in accordance with the following:

Distribution of Average Weekly Hours of Instruction/Study equals a total of 9 per week

Class Contact hours	2
Text Readings and Note taking	2
Online MOODLE LMS work writing assignments	3
Studying for quizzes and exams	1
Developing the Mini Business Plan	1
TOTAL NUMBER OF HOURS PER COURSE	135

COURSE GRADING CRITERION:

Weekly online assignments on definitions of terms and concepts	10
Weekly mini business plan postings	10
Midterm Quiz	5
Weekly critical thinking analysis	20
In class group activities and discussions	20
Final Quiz	5
Mini Business Plan	<u>30</u>
	TOTAL 100%

Students will receive a grading rubric for online work indicating the basis of their grade for each assignment.

In class work will be graded on a weekly basis based on a preparation and participation rubric. The Mini Business Plan will be graded on a rubric which will reflect the requirements which will be given to the student by the 4th week of class.



ONLINE WEEKLY ASSIGNMENTS IN ADDITION TO READING ASSIGNMENT (see attached tentative schedule)

<p>Due by the Monday of each week posted by 12:00 pm will be a one or two sentence explanation/definition of terms and concepts for the week's reading that will be given on MOODLE posted by Friday of the previous week by the instructor. In addition students will take one of the terms or concepts and do a search on Reuters to find an article referring to that term. Student will then make a two or three sentence summary of the article and post the link.</p>	<p>In class, in order to keep the terms and concepts fresh, we will do five minutes of team competition on who can get correct the terms and concepts that will accumulate over the weeks, with points gained, not for the grade, but for qualifying for prizes at the end.</p> <p>Grades will be given online by a rubric. Cumulatively the posted assignments are 10% of the total grade.</p>
<p>Due by Wednesday of every week, students will post to their group members the questions that are raised by the previous week's topic relevant to the development of the groups mini business plan. Each group member will post at least two question or comment that can be used by the group as they develop their mini business plan.</p>	<p>These postings will be cumulative and assist in the final preparation of the Mini Business plan due at the end off the term.</p> <p>Grades and comments will be given online by a rubric. Cumulatively the postings will be 10 % of the final grade.</p>
<p>Due by Friday of every week, each student will answer the question raised by instructor posted by Wednesday, in the critical thinking format given by instructor.</p>	<p>Critical thinking format: 1. What further facts would be needed. 2, what ethical values that you hold are relevant to the question. 3. what are the options available to the answer (no more than three and mutually exclusive). 4. What are the pros and cons of the each alternative, and 5. What is your opinion and why.</p> <p>Grades and comments will be given online by a rubric. Cumulatively the postings will be 20% of the final grade.</p>



Tentative Schedule:

week	topic	reading to be completed	Assignment Due
1	Form and Role of Business in Society	Pages 3-11 of text for Wednesday class discussion	Get assignment on MOODLE by Friday and post response by the following Tuesday (no class on Monday)
2	same topic No Monday Class (Labor Day)	Pages 12-29 Read Appendix A page 31	a. Wednesday discussion and lecture b. Friday post an answer to the question set forth on MOODLE in the form indicated. Groups will be formed
3	Ethics and Social Responsibility	chapter 2	a. by Monday at noon, post definitions and a Reuters article with comment as set forth in MOODLE. b. by Wednesday post possible businesses for consideration by your group. c. by Friday post the answer to the question posted by instructor on MOODLE in the format indicated.
4	A Borderless World	chapter 3	a. by Monday at noon, post definitions and a Reuters article with comment as set forth in MOODLE. b. Post at least two questions for your group related to globalization that might be relevant to your mini business plan. c. by Friday post the answer to the question posted by instructor on MOODLE in the format indicated.
5	Organizing a Business	Chapter 4	a. by Monday at noon, post definitions and a Reuters article with comment as set forth in MOODLE. b. Post at least two questions for your group related to the form that your business could take that might be relevant to your mini business plan. c. by Friday post the answer to the question posted by instructor on MOODLE in the format indicated.
6	The Nature of Management	Chapter 6	a. by Monday at noon, post definitions and a Reuters article with comment as set forth in MOODLE. b. Post at least two questions for your group related to management concerns that might be relevant to your mini business plan. c. by Friday post the answer to the question posted by instructor on MOODLE in the format indicated.
7	Organizations, Teamwork, Communication	Chapter 7	a. by Monday at noon, post definitions and a Reuters article with comment as set forth in MOODLE.



			<p>b. Post at least two questions for your group related to globalization that might be relevant to your mini business plan.</p> <p>c. by Friday post the answer to the question posted by instructor on MOODLE in the format indicated.</p> <p>d. online Quiz</p>
8	Operations Management	Chapter 8	<p>a. by Monday at noon, post definitions and a Reuters article with comment as set forth in MOODLE.</p> <p>b. Post at least two questions for your group related to operations that might be relevant to your mini business plan.</p> <p>c. by Friday post the answer to the question posted by instructor on MOODLE in the format indicated.</p>
9	Human Resources	Chapter 10	<p>a. by Monday at noon, post definitions and a Reuters article with comment as set forth in MOODLE.</p> <p>b. Post at least two questions for your group related to human resource management that might be relevant to your mini business plan.</p> <p>c. by Friday post the answer to the question posted by instructor on MOODLE in the format indicated.</p>
10	Marketing	Chapter 11	<p>a. by Monday at noon, post definitions and a Reuters article with comment as set forth in MOODLE.</p> <p>b. Post at least two questions for your group related to globalization that might be relevant to your mini business plan.</p> <p>c. by Friday post the answer to the question posted by instructor on MOODLE in the format indicated.</p>
11	Accounting and Financial Statements	Chapter 14	<p>Guest lecturer</p> <p>a. by Monday at noon, post definitions and a Reuters article with comment as set forth in MOODLE.</p> <p>b. Post at least two questions for your group related to setting up financial reporting that might be relevant to your mini business plan.</p> <p>c. by Friday post the answer to the question posted by instructor on MOODLE in the format indicated.</p>
12	Finance and Managing Resources	Chapter 15	<p>a. by Monday at noon, post definitions and a Reuters article with comment as set forth in MOODLE.</p> <p>b. Post at least two questions for your group related to banking/finance issues that might be relevant to your mini business plan4.</p> <p>c. by Friday post the answer to the question posted by instructor on MOODLE</p>



			in the format indicated.
13-15	Preparing Mini business Plan	no assigned reading or posting	Guest lecturer Considering resources for preparing presentation of the Mini Business Plan