

## Syllabi - All Professors

Professor: Mark Levine

*Cohort linked course / Honors course*

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*online course only*

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Please see Vista/WebCT for further contact info.

**All other students please see your instructor for their contact information and office hours.**

**NOTE: You are not allowed to add this course if you have missed the first two class periods. You will also be dis-enrolled if you miss the first two class periods.**

**NOTE: Starting Fall 2001, any pre-business core course or its transfer equivalent must be completed with a C grade or higher. This requirement is for all business majors regardless of when the student began their college education.**

## Resource Materials (Required)

TEXT: Business: A Changing World, 7th Edition, by O.C. Ferrell and Geoffrey Hirt.  
There are two web sites for the course. The one that accompanies the textbook is: [A Changing World, Seventh Edition](#)

Also, we have created a "custom" web site for the course at:

[http://www.csuchico.edu/acms/BADM\\_101](http://www.csuchico.edu/acms/BADM_101)

We have created a "custom" CD full of all course content. Available at the AS bookstore.

Frequently, I will make assignments directly from this web site.

SAM WALTON: MADE IN AMERICA (Doubleday: 1992) This is an autobiography of one of the world's all-time leading entrepreneurs.

## Course Objectives

The course is designed to accomplish two important interrelated objectives in order to provide freshmen with a solid foundation to their business education.

Objective 1: To provide introductory knowledge about what a business is and how one operates. The focus here is on the global context of business. This business arena will be most important throughout your careers.

Objective 2: To ensure that all freshmen possess introductory basic business survival skills. Here, the course will focus on imparting four such skills:

- computer literacy (e.g., word processing, spreadsheets, presentation software, digital imaging, Internet research)
- informational competence - the ability to retrieve a broad spectrum of business related information from both hard copy and electronic sources
- written, oral and electronic presentational skills
- team building skills.

## Course Format

The primary format of the course is "activity based" learning. There will be 12 assigned activities (*see course schedule for activity assignments*) throughout the semester. Some will be individual in nature and others carried out in small teams (usually consisting of four or five students.) These activities have been designed to reinforce students learning the five basic modules which provide the knowledge base for the course. The five modules include:

- Module 1: The Origins and Evolution of a Business (Chapters 1,5-6)
- Module 2: Financing the Business (Chapters 14, 16)
- Module 3: Marketing the Business (Chapters 12-13)
- Module 4: Managing Business Operations (Chapters 3, 8, 9, 11)
- Module 5: Global World of Business (Chapter 4)

There will also be a midterm and final exam. Midterm will be multiple choice; shortanswer. Final will be multiple choice.

## Course Policy

All exams will be taken as scheduled.

Exams: You are expected to take exams at the scheduled times. There will be no makeup exams given for unexcused absences. If you absolutely cannot take an exam, *you must contact the instructor before the exam is given* to obtain permission to sit for the makeup exam. Failure to do this, as well as the lack of a valid and written documented reason for your absence, will result in a score of zero for the missed exam. NOTE: Students are advised to keep a file of all of their solutions to individual and group assignments since the midterm and final exams will include concepts and issues dealt with in those materials.

Homework: All activities will be handed in on time. Late points will be deducted. Any deviation will have to be approved by me at least one week in advance. Any authorized absence for an exam will have to be made up at a later date. Collaborative learning is used extensively in this course to deal with assignments. Students are encouraged to discuss all assignments with their classmates. However, each student on an individual basis must do the actual preparation of individual homework assignments. Copying of

another student's assignments is considered to be unethical behavior (see below). Using another student's computer disk to print out your assignment, or copying another student's file on to your disk, is particularly forbidden. It is quite easy to identify individuals who have used the same disk to print more than one computer document, even when students attempt to disguise what was done. All students involved, even those who allow their work to be copied will, at a minimum, receive no credit for the assignment and could possibly fail the course.

Group participation: It is expected that every member of a team will work together to carry out mutually responsible activities. All group members are expected to contribute to each group assignment. If a group member consistently fails to make a contribution, the other group members may vote to "fire" the noncontributing member. In this case, the "fired" member will be left to complete group assignments on an individual basis. Students will be assigned to groups based on information provided on the Student Information Sheet to be completed during the first week of class. These initial groups will remain the same for the first four assignments, at which point new groups may be formed for the remaining assignments. Peer evaluations will also be used to determine each student's total points earned in group assignments.

## Use of Computers

Students are required to prepare all writing assignments using word processing software available on a personal computer. You may use your own computer, or those located in Glenn 306 or other campus computer labs. Also, the course includes several computer "spreadsheet" assignments that must be completed using computer spreadsheet software. The spreadsheet software most often used in the College of Business is Microsoft Excel for Windows 95 or 98. The hardware and software are available in Glenn 306 from 9 a.m. to 10 p.m. Monday through Thursday, 9 a.m. to 5 p.m. on Friday and noon to 10 p.m. on Sunday. Students who wish to use the Glenn 306 lab will have to buy a lab pass at the bookstore (about \$10). Students may use their own computer and software other than Excel. However, faculty and/or mentors may not be familiar with software other than Excel and may not be able to help students with different spreadsheet problems. Non familiarity with spreadsheets, either Excel or other student owned software , is not an acceptable excuse for not completing spreadsheet assignments on time.

## Course Grade

Your letter grade in this course will be determined according to the following weightings:

|  | <b>Points</b> |
|--|---------------|
| <b>Assignment #1: "New Flavor"</b>               | <b>10</b>     |
| <b>Assignment #2: "Wal Mart Critique Paper "</b> | <b>50</b>     |
| <b>Assignment #3: "Excel Personal Budget"</b>    | <b>20</b>     |

|   |            |
|---|------------|
| <b>Assignment #4: "Stock Market Game"</b>         | <b>20</b>  |
| <b>Assignment #5: "Valuation and Information"</b> | <b>20</b>  |
| <b>Assignment #6: " Inter-team Memo"</b>          | <b>10</b>  |
| <b>Assignment #7A: "Focus Group"</b>              | <b>10</b>  |
| <b>Assignment #7B: "Market Research"</b>          | <b>10</b>  |
| <b>Assignment #7C: "Product Procurement"</b>      | <b>10</b>  |
| <b>Assignment #7D: "Import Shop Homepage"</b>     | <b>10</b>  |
| <b>Assignment #8: "Company Presentations"</b>     | <b>10</b>  |
| <b>Assignment #9: "Human Resource Management"</b> | <b>10</b>  |
| <b>Assignment #10: "Exploring Careers"</b>        | <b>10</b>  |
| <b>Midterm Exam</b>                               | <b>100</b> |
| <b>Final exam</b>                                 | <b>100</b> |
| <br>  |            |
| <b>Total Points</b>                               | <b>400</b> |

## **Unethical Behavior**

Students are expected to behave ethically in all aspects of this course. When in doubt, ask your instructor. Unethical behavior will be dealt with severely, generally resulting in a grade of F.

## **Withdrawal**

The last day to drop a class without a "serious and compelling reason" is the campus drop date. Note that "failing performance" or "insufficient time to devote to the course" are examples of reasons that are NOT serious and compelling. I will be very tough in interpreting this University policy because late drops are very disruptive to the activities planned for this course, so make a decision now as to whether you will remain in the course for the duration of the semester.

## **How to Succeed in This Course**

To do well in this course, a student must commit to becoming an "active learner" at each class session. This requires that you come to class regularly and be well prepared to discuss assigned readings and individual homework assignments. The student must actively contribute to small-group and full-group discussions of assigned materials. I make it a point to be on time for each class. So should you.