

**BUSA 111.01**  
**Business in a Global Society**  
**Spring 2008**

<b>Instructor</b>	Bob Schoener	<b>Office</b>	GU 414
<b>Office Hours</b>	M-W 8:30am-11:30am and T-Th 10:30am- Noon	<b>Office Phone</b>	646-1520
<b>Class Room</b>	GU100	<b>Email</b>	<b>Use WebCT</b>
		<b>Class Hour</b>	8:55-10:10 Tue/Thurs.

**Introduction:** BUSA 111 is a comprehensive introduction to the study of business. It is required of all business students and has these goals:

- To acquaint students with the principal components of the business: Economics, Management, Marketing, Accounting, Finance and Information Technology. These components correspond to the majors business students may pursue in the College of Business. It is especially important that students understand how all of these components come together and complement each other in a successful business organization.
- To show the global environment in which businesses currently operate, including the sociological, legal, political, environmental, economic and technological aspects of that environment.
- To acquaint students with the process of collecting, analyzing and presenting business, economic and demographic information.
- To show prospective business students the critical thinking skills they need to develop in order to be successful in the NMSU Business program.

**Required Course Materials:**

- *Text:* Gitman & McDaniel, The Future of Business: The Essentials, 3<sup>rd</sup> Edition

**Wall Street Journal Articles:** From time to time articles from the *Wall Street Journal* will be posted to the course WebCT site. They will be discussed in class. It is your responsibility to read the articles before the next class after they are posted. The articles discussed will be covered in the Quizzes and/or Tests.

**Class Conduct:** This course is conducted in a lecture/discussion format. Students should be prepared to discuss the assigned text and article readings before class starts and are expected to contribute to discussions and be able to respond to questions from the instructor.

Lectures are supported by PowerPoint slides. Students may download the slides (printed in 3-to-a-page notes format) for the next day's lecture by about 2 pm on the day prior to class.

Most classes will begin with a quiz over the new material covered in that class period.

**Grading:** BUSA 111 is graded on a weighted total-points basis, with points coming from these sources:

- *Quizzes.* There will be numerous quizzes during the semester. These short quizzes will usually be given during the first five minutes of class. The instructor reserves the right to give quizzes at any time during the class period. Together, they count as much as a 1.5 tests. Notify the instructor if you miss more than three quizzes due to an **excused** absence. All quizzes require the **Scanton Form 815-E ‘Quizstrip’** and a soft lead pencil (#2). Quizzes filled out in ink are not readable by the scanner and will be discarded. Quizzes of students who leave class immediately after the quiz will be discarded and they will lose the right to use a make-up for that quiz at the end of the semester.
- *Tests:* There are three regular exams during the semester. The format is multiple choice with short essay/problems in Exams 1 and 2. Exam 1 and 2 both require a **Scantrol Form 886-E ‘Mini Essay Book’** and a soft lead pencil (#2). Exam 3 requires a **Scantrol Form 882-E**. Nobody may sit for an exam after the first person has turned the exam in.
- *Projects.* There are three projects in the semester: 1) a PowerPoint presentation on the company you will be assigned to study; 2) an information search project where you will find and report on several types of business, economic, and demographic statistics; and 3) the Comprehensive Applications Exam. The CAE takes the place of a final exam and represents a synthesis of all that we have covered in the course of the semester. Detailed assignments will be made for each project later in the semester. All projects are individual efforts—no group work is allowed.
- *Weighting:* Final points will be calculated according to these weights:

<b>Source</b>	<b>Points</b>
Combined Quiz Average	150
Tests (3 @ 100 each)	300
Power Point Project	100
Information Search Project	150
CAE	200
<b>Total Points</b>	<b>900</b>

- *Final Grades:* Your final grade will be determined by the standard 90% or better = A, 80% - 89.9% = B, 70% - 79.9% = C, 60% - 69.9% = D and below 60% = F.
- *Extra Credit:* There will be no extra credit assignments.

**Attendance Policy:** Attendance is the responsibility of the student. Attendance is not taken but students are responsible for all materials and discussions presented during class. Absences during graded in-class activities result in forfeiture of that grade unless the absence is excused under University Student Handbook guidelines or prior arrangements are made with the instructor.

**Academic Misconduct:** Cheating is not tolerated in this course or in the College of Business. All work (quizzes, tests and projects) is the individual effort of each student unless otherwise

stated. If a student is found to have cheated in any work, s/he will be subject to the maximum punishment allowed by the University.

**Late Assignments Policy:** *All projects are due at the beginning of class on the due date. Any assignment turned in after class that day will be considered one day late. Unless mitigated by an excused absence, late assignments will receive a one letter-grade (10%) discount for each weekday it is late (a weekend counts as one weekday.) An assignment will not be accepted if it is more than four weekdays late.*

**Make-up Policy:** Make-ups for assignments, quizzes and tests are given only for University sanctioned excuses (see NMSU Student Handbook.) Schedule conflicts are handled on a case-by-case basis. If you know in advance of a test you will miss due to a University activity or other sanctioned excuse, please see me one week prior to the test date.

**Grading Errors and Appeals:** If you think there was an error in grading or that the grade you received on a test question or project did not reflect your work, submit a written memo *within 7 days of your receipt of the assignment in question* outlining the error and attach it to the original test/project. After seven days there is no appeal. Simple errors such as a mistake in adding points can be handled during office hours without a memo.

**Late Add/Registration:** Anyone who misses the first few classes due to late registration is considered absent and not eligible for make-ups, beyond the regular make-up quizzes at the end of the semester. Late adds are responsible for all in-class materials and lectures.

**Incomplete (“I”) Grades:** Incompletes are given only if the student is passing the course (i.e., has at least 60% of the possible points) up to the time something happens to prevent further attendance/participation. Appropriate circumstances include documented illness or documented death or crisis in the student’s immediate family. The NMSU Course Catalog states that job-related circumstances are not grounds for assigning an “I” grade. Removal of the “I” grade will require that you re-register for the class and successfully complete the ENTIRE class in a subsequent semester.

**ADA Statement:** If you have or think you may have a disability that interferes with your academic progress, you may wish to self-identify by contacting the Services for Students with Disabilities (SSD) Office located in Garcia Annex (phone: 646-6840 or TTY: 646-1918) to register. If you have already registered, please make sure your instructor receives a copy of the accommodation memorandum from SSD within the first two weeks of classes. It will be your responsibility to inform either your instructor or SSD representative (in a timely manner) if the services/accommodations provided are not meeting your needs.

If you have a condition that may affect your ability to exit safely from the premises in an emergency or that may cause an emergency during class, you are encouraged to discuss any concerns with the Instructor or with the SSD Coordinator.

Feel free to call EEO/ADA & Employee Relations office, at 646-3333 with any questions about the Americans with Disabilities Act (ADA) and/or Section 504 of the Rehabilitation Act of 1973. All personal and medical information is treated in the strictest confidence.

## Course Schedule for BUSA 111.01, Spring 2008

Date	Topics	Text Readings	Assignments
1/17 Th	Course Overview, Policies and CAE Introduction		Read information on Web-CT page
1/22 T	Career Workshop		
1/24 TH	What makes a Successful Business	Chapter 1 pp. 27-38	
1/29 T	Business Ownership and the Scope of Business	Chapter 4	
1/31 TH	Presentation skills workshop		PowerPoint Project Assigned; Read Project Link from homepage
2/5 T	Stakeholders, Accountability and Ethics	Chapter 2	
2/7 TH	Diversity	Chapter 8	
2/12 T	Diversity Management	Film	
2/14 TH	Exam 1		
2/19 T	Information Search Skills Workshop		DUE: PowerPoint Project. Information Search Project Assigned.
2/21 TH	Economic Influences	Chapter 1 pp. 38-61	
2/26 T	Economic Influences (cont.)	Chapter 15	
2/28 TH	Comparative Business Environments	Film	
3/4 T	Global Influences	Chapter 3	

3/6 TH	Financial Influences	Chapter 16	DUE: Information Search Project.
3/11 T	Political and Legal Influences	To be announced	
3/13 TH	Technological Influences	Chapter 13	
3/18 T	CAE Workshop	Persons not attending this class period will NOT be given assistance on the CAE outside of class.	
3/20 TH	Exam 2		
4/1 T	Business Planning	To be announced	
4/3 TH	Determining Strategic Directions, Benchmarking and Entrepreneurship	Chapter 5	
4/8 T	Essentials of the Marketing Plan	Chapter 11	
4/10 TH	Essentials of the Operations Plan	Chapter 10	
4/15 T	Personal Finance	To be announced	
4/17 TH	Essentials of the Financial Plan	Chapter 14	
4/22 T	Essentials of the Financial Plan	Chapter 14	
4/24 TH	Essentials of the Management Plan	Chapters 7 & 9	
4/29 T	Change and Evolution	To be announced	DUE: CAE
5/1 TH	Exam 3		

**Final Exam Period: Class meets at the scheduled exam time. We will review the CAE results. This will be your ONLY opportunity to discuss the grading of the CAE.**