

BUS1000: INTRODUCTION TO BUSINESS

Fall 2007

COURSE OUTLINE

Professor Steven Schnaars

Class Meets: Wednesday 8:40—10:20A.M. Room 3150VC

My Office: 12-246 the vertical campus Telephone: (646) 312-3280

E-mail is the best way to communicate with me:

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(Questions regarding your recitation section should be directed to that professor, not me.)

This class is broken into four distinct parts—finance, marketing, management and an introductory section that covers ethics, global business and basic economics. Each section examines the basic concepts in an area you might select as a major. Each section also covers current issues you are likely to read about in today's business press. Lectures are supplemented with real-world case histories designed to highlight a specific point in the textbook. These supplementary case histories are not in the textbook, but are on the exams, so you must attend class to have any chance of getting a good grade.

The purpose of this class is threefold:

1. to provide students with an understanding of how the world of business really works,
2. to give students a basic overview of business studies early in their college careers so that they can decide which area of business to major in, and
3. to have students work individually and in groups on projects that enhance both their written and oral communications skills. This is a communications intensive course.

TEXTBOOK

The title of the text is: *Understanding Business*, by Nickels, McHugh and McHugh, McGraw-Hill-Irwin.

The most recent edition—the 8th edition—retails for more than \$100. To lessen the price impact on your wallet (or your parents' wallet) you can also use the 7th, 6th (or even the 5th) edition. Exams will cover any edition (although some of the numbers in tables might need updating.)

GRADES

2/3^{rds} of your grade is from the large lecture quizzes—1/3rd is from the recitation sections

Lecture Quizzes:

Quizzes 1 through 4 (25 percent each)

Each quiz consists of 40 multiple-choice questions given during the final 50 minutes of class. A shortened lecture precedes each quiz. Each quiz is based mostly on the material in the assigned chapters. “Boxes” and special discussions in the chapters are not included.

Be advised that some questions come only from my lectures and are not in the book. If you are absent from that lecture you will not be able to answer those questions. The lecture-based questions are based on major points I discuss, not small details.

The quizzes are non-cumulative. Your final grade is determined by averaging your top three quiz scores. If you take all four quizzes, your lowest score is dropped. If you miss a quiz, it becomes your lowest score. Because this is a jumbo class, **no make-ups are given.** No exceptions are granted. You must bring a No. 2 pencil (and eraser) to the quiz or you may be forced to “buy one” with a point off your quiz grade.

Needless to say, CHEATING IS NOT ALLOWED, and will be dealt with harshly if you are caught. The same is true for PLAGARISM in the recitation assignments. Every semester as student or two is given a zero in the recitation sections for plagiarizing assignments.

You may schedule an appointment with me if you think you were incorrectly graded.

Recitation Assignments: (grade allocation based on 100 percent)

- “Shadow-a-Company” individual project 35%
- Group Presentation/Debate Project 35%
Two teams will be formed—one for, one against—the teams will debate one of the five “shadow-a-company” issues listed below. Each team will make a brief POWERPOINT presentation followed by the debate. Some recitation leaders may opt for a presentation instead.
- Written assignments #1 and #2 20%
- Class participation + Attendance 10%

THE “SHADOW-A-COMPANY” PROJECT

This is a communications intensive course. In addition to attending the large lecture, you will break into 24-student recitation sections. The primary task of those recitation classes is to speak and write about a specific company.

You will pick one of the following companies to study. (Your recitation professor may change the list to suit his or her interests and expertise.) You will then break you into **five groups** of **four/five students** each. The initial group of companies is:

AT&T Inc. (ATT—NYSE—works with Apple on iPhone)

Chipotle Mexican Grill (CMG—NYSE—restaurant sets new high)

Citigroup (C—NYSE—caught in subprime credit meltdown)

Jones Apparel (JNY—NYSE—clothing maker in trouble and in the news)

Oakley (OO—NYSE—sunglass maker sets new high)

Toll Brothers (TOL—NYSE—home builder caught in housing slowdown)

Throughout the semester you will research your company and towards the end of the semester you will debate an issue regarding that company. At the end of the semester you will hand in a written paper detailing your findings—including stock price changes, issues affecting the company either positively or negatively and future prospects. Your recitation leader will provide you with details on length, style and other issues.

ATTENDANCE, SEATING AND ABSENCE POLICY:

1. Attendance is taken by seat number during every lecture. If you are not sitting in your assigned seat, you will be marked absent. It is your responsibility to make sure you are in the right seat.
2. A permanent seating chart will be posted by the second or third week of class. Please inform Mr. Grandone if you have special needs that require a seat up front.
3. Since my large lecture and the recitation sections each meet only 14 times during the semester you are allowed a maximum of **two** absences in my large lecture, and **two** absences in the recitation. Lateness equals absence. Students who arrive late (or leave early) will be marked absent. No changes are made once attendance is taken. Three absences from my large lecture and your final grade for my section of the course will drop by one letter grade—from, for example, B+ to B or C to C-. Three absences from the recitation section and your final grade for that section will drop by ADDITIONAL points as determined by that professor.

Large Lecture			Recitation Sections	
Dates	Topic	Chapters	Date	Recitation Activities
1. August 29 th	Introduction	Chapter 1: Business Environment Chapter 2: Economics Chapter 3: Global Markets Chapter 4: Ethics	1. August 31 st	Introduction and team formation: Pick one of the five companies above that you will follow throughout the semester. Diagnostic survey administered
2. September 5 th			2. September 7 th	How to conduct business research. Introduction to the tutorial: “The Beginner’s Guide to Business Research” at http://www.baruch.cuny.edu/tutorials
3. September 19 th			3. Sept. 18 th (Tuesday)	Written Assignment #1—learning to do college level research: Use the research tools in the tutorial to learn more about your company. Submit a three-page, <u>typed</u> , “fact-based” summary of what you found and how you found it. (10-points). Be sure to include the stock price.
4. September 26 th			<u>EXAM 1</u>	4. Sept. 28 th

5. October 3 rd	Finance	Chapter 20: Securities Markets Chapter 21: Financial Institutions Chapter 18: Accounting Chapter 19: Financial Management	5. October 5 th	Learning to use the Wasserman Trading Floor (Meet there—ground floor of the library)
6. October 10 th			6. October 12 th	Practice use the Wasserman Trading Floor —(Meet there)
7. October 17 th			7. October 19 th	Ethics Discussion: Do credit card companies abuse weak consumers? Article to be assigned.
8. October 24 th			<u>EXAM 2</u>	8. October 26 th

9. October 31 st	Marketing	Chapter 13: Marketing	9. November 2 nd	<u>Debate/Presentation #1: Discussion Question:</u> To be decided by recitation professor.
10. November 7 th		Chapter 14: New Products and Pricing	10. November 9 th	<u>Debate/Presentation #2: Discussion Question:</u> To be decided by recitation professor.
11. November 14 th		<u>EXAM 3</u>	Chapter 15: Distribution	11. Nov. 16 th
		Chapter 16: Promotion	12. Nov. 21 st (Wednesday)	<u>Debate/Presentation #4: Discussion Question:</u> To be decided by recitation professor.
			13. Nov. 23 rd	<u>Debate/Presentation #5: Discussion Question:</u> To be decided by recitation professor.

12. November 28 th	Management	Chapter 5: Forms of Business Ownership	14. December 7 th	Hand in final Shadow-a-Company Project (no late papers will be accepted), which includes updated stock price and current events.	
13. December 5 th		Chapter 7: Leadership			Final Diagnostic study administered
14. December 11 th		<u>EXAM 4</u>			
		Chapter 8: Organizational Structure			
		Chapter 10: Motivation			

SAMPLE