

**Business 150 – Fundamentals of Business
Fall 2022**

- Instructor:** Professor Eric Belk
- Time and Room:** TTH, 9:55 a.m. – 11:10 a.m., CEMC 225
- Required Text:** *Foundations of Business, 6th edition*
Pride, Hughes, and Kapoor. Houghton Mifflin Company 2019.
- Textbook Online Portal:** <http://www.cengage.com/introbusiness/pride>
- Twitter:** <http://twitter.com/ProfBelk>
- Phone:** 669-9895 (work), 661-1419 (Business office)
- E-mail:** ebelk@fmarion.edu
- Course Prerequisite:** None
- Catalog Description:** Introduces the fundamental functions and activities of modern business organizations. Topics include: an overview of the economic system, accounting and record keeping, marketing, management, finance, information systems, legal issues, business ethics, and international business. In addition, careers in business and entrepreneurship are considered.
- Course Objectives¹:** Students completing Business 150 will:
- 1) Develop a basic understanding of the various types of business functions, purposes, and forms.
 - 2) Understand the importance and specific roles of the accounting, management, and marketing functions.
 - 3) Develop a sense of appreciation and understanding of different types of economic systems, with a special emphasis on capitalism.
 - 4) Understand the importance of business ethics and social responsibility.
 - 5) Be exposed to business concepts from a small business approach framework.
 - 6) Understand and complete basic financial statements.
 - 7) Develop an extended business vocabulary.
 - 8) Apply basic business concepts/tools towards their career pursuit.
- Class Policies:** The following policies apply for this class:
- 1) **BLACKBOARD.** Students can access their course grades, PP slides and handouts on Blackboard. Scores will be posted to Blackboard within five (5) days of completed assignments.
 - 2) **TWITTER.** Current business news and articles will be posted on our course's Twitter feed @ProfBelk. The course's Twitter feed will serve as a compliment to Teams.
 - 3) **PAY ATTENTION.** Once class begins, your attention and participation are required and expected. You are not allowed to put your head on your desk or sleep during class. Be respectful to the class and your professor, i.e. **No Talking or Disruptive Behavior!**
 - 4) **ATTENDANCE.** Please attend class; attendance will be checked. Students are required to follow the University's attendance policy – if a student is absent more than twice the number of required classes per week (4 for this class), a grade of NC or W will be assigned. NO EXCEPTIONS!
 - 5) **WARNINGS.** Students will not be warned of excessive absences. Students are responsible to attend all scheduled classes. You will not be warned if you are dropped from the class due to attendance related issues.

¹ The Learning Objectives as defined by the FMU School of Business are included in Exhibit A

- 6) **MISSED CLASSES.** You do not have to inform the instructor when you miss a class. You have four excused absences. If you chose to use them, use them wisely and carefully!
- 7) **TARDINESS.** Please do not be late; late arrivals will count as absences.
- 8) **SYLLABUS.** *THE SYLLABUS IS SUBJECT TO CHANGE AT THE DISCRETION OF THE INSTRUCTOR.*
- 9) **MOBILE PHONES.** Please turn off all mobile phones and any other electronic or communication device *upon entering the class*. Mobile phones, including iPhones and other smart phones, cannot be used as calculators for exam purposes.
- 10) **MISSED EXAMS.** Students are not expected to miss any exams.
- 11) **CODE OF CONDUCT / MISSION STATEMENT.** Students are expected to adhere to the University's code of conduct, as well as follow the goals and mission as set forth by the School of Business. Exhibit A lists the School of Business' Mission Statement and Goals.

Methods of Examination:

There will be four exams. The final exam will be a non-cumulative exam. Exams will consist of 50 multiple-choice questions drawn from text material and lectures. Test dates and chapters are illustrated on the following course schedule. Missed exams CANNOT be made up unless it's due to a special circumstance (athletic function, school event, excused absence, etc).

There will be five to seven quizzes administered throughout the semester. Quizzes will be given periodically throughout the course. The quizzes will take place at the beginning of the class period. Students who arrive to class after the quiz has started will NOT be allowed to take the quiz. Each quiz will consist of five True/False questions drawn primarily from textbook reading and class discussion. Missed quizzes CANNOT be made up. A grade of "0" will be given to students who miss their quiz. However, the two lowest quiz grades will be dropped at the end of the semester.

Make-Up Exam:

A "Make-Up" exam option will be available for any student who misses a regularly scheduled exam or wishes to have their lowest exam grade replaced. The "Make-Up" exam will be cumulative and consist of 50 multiple-choice questions drawn strictly from lecture material. The "Make-Up" exam is purely optional and will take place on Reading Day. The "Make-Up" exam will NOT replace the final exam grade *if the student fails to take the final.*

Grading:

Quiz Average	20%
Exams 1-4 (each exam 20%)	80%

Grade Range:

Range	Letter Grade	Number Grade
90-100	A	4.0
87-89	B+	3.5
80-86	B	3.0
77-79	C+	2.5
70-76	C	2.0
67-69	D+	1.5
60-66	D	1.0
59 or below	F	0.0

**Business 150 – Fundamentals of Business
Fall 2022 Course Outline**

Date	Topic	Chapter
Aug. 23 (T)	Introduction	
Aug. 25 (Th)	Business Basics	Ch. 1
Aug. 30 (T)	Business Basics	Ch. 1
Sept. 1 (Th)	Understanding Economics	Ch. 1
Sept. 6 (T)	Understanding Economics	Ch. 1
Sept. 8 (Th)	No Class	
Sept. 13 (T)	Economics and Banking / Forms of Business Ownership	Ch. 1, 4
Sept. 15 (Th)	Forms of Business Ownership	Ch. 4
Sept. 20 (T)	Small Business and Entrepreneurship	Ch. 5
Sept. 22 (Th)	Exam #1 (Ch.'s 1, 4 and 5)	
Sept. 27 (T)	Ethics in Business and Social Responsibility	Ch. 2
Sept. 29 (Th)	Business in a Global Economy	Ch. 3
Oct. 4 (T)	Business Management and Leadership	Ch. 6
Oct. 6 (Th)	Business Management and Leadership	Ch. 6
Oct. 11 (T)	Organization Structure	Ch. 7
Oct. 13 (Th)	Exam # 2 (Ch.'s 2, 3, 6, and 7)	
Oct. 18 (T)	Motivating Employees	Ch. 10
Oct. 20 (Th)	Special Guest Lecturer – Dr. Dell (please bring you laptop or iPad to this class)	
Oct. 25 (T)	Motivating Employees	Ch. 10
Oct. 27 (Th)	Human Resource Management	Ch. 9
Nov. 1 (T)	Human Resource Management / Marketing	Ch. 9, 11
Nov. 3 (Th)	Marketing and Consumer Behavior	Ch. 11
Nov. 8 (T)	Fall Break	
Nov. 10 (Th)	Exam # 3 (Ch.'s 9, 10 and 11)	
Nov. 15 (T)	Product Development	Ch. 12
Nov. 17 (Th)	Product Development & Pricing Strategies	Ch. 12

Nov. 22 (T)	Distribution and Promotion	Ch. 13
Nov. 24 (Th)	<i>Thanksgiving Holiday – No Class</i>	
Nov. 29 (T)	Distribution and Promotion / Understanding Accounting & Using Financial Info	Ch. 13, 15
Dec. 1 (Th)	Understanding Accounting & Using Financial Info	Ch. 15
Dec. 6 (T)	<i>Reading Day - Make-Up Exam (Cumulative Exam)</i>	
Dec. 8 (Th)	<i>Final Exam (Ch. 12, 13, and 15) @ 3 p.m. – 5 p.m.</i>	

Exhibit A
Business 150 – Learning Objectives

BUS 150	Students will have conceptual and analytical skills to analyze and solve managerial problems.	Students will understand "the big picture" of a managerial problem and have the ability to apply solutions.	Test questions that measure application and analysis skills.
		Students will be able to apply theory to real-world business problems.	In-class discussion with written submission.
	Students will be able to effectively communicate orally and in writing.	Students will write clearly and legibly using professional vocabulary.	Essay test questions and written assignments.
		Students will be able to communicate orally in a professional manner.	In-class dialogue and discussion.
	Students will have an understanding of ethical perspectives and be guided by high ethical standards.	Students will be able to make legal and ethical decisions.	Exam questions that ask for ethical choices and in-class discussion and dialogue in groups with written submission.
	Students will have an understanding and appreciation of the global business environment.	Students will understand the basic concepts of trading in the global business environment.	Exam questions and written assignments.
		Students will understand tariff issues and basic cultural issues.	Exam questions and written assignments.
	Students will utilize creativity in the solving of managerial problems.	Students will be able to identify unique solutions to managerial problems.	In-class discussion with written submission.
	Students will be able to apply the core concepts within each business discipline: accounting, business economics, finance, management, management information systems, and marketing.	Students will be able to recognize and analyze elements from 3 key accounting statements	Exam questions and written assignments.
		Students will be able to apply basic economic theory to business situations.	Exam questions and written assignments.
		Students will be able to understand basic financial theory.	Exam questions and written assignments.
		Students will be able to understand and apply management theory and techniques.	Exam questions and written assignments.
		Students will have a basic understanding of management information systems.	Exam questions and written assignments.
		Students will have a basic understanding of marketing concepts.	Exam questions and written assignments.

Exhibit B
School of Business Mission Statement and Goals

Francis Marion University

School of Business

Mission Statement

The mission of the Francis Marion School of Business is to serve our region by offering high-quality educational programs at the undergraduate, graduate, and professional levels that prepare individuals to compete on a regional, national, and global level. We develop faculty whose teaching, service, and research benefits students, community members, and colleagues. We engage in student-focused education experiences to develop a comprehensive foundation, so that they may craft for themselves fulfilling successful careers and lives.

Program Learning Goals

- Students will be able to apply analytical thinking to solve business problems.
- Students will be able to communicate business knowledge orally and in written form.
- Students will be able to evaluate business situations using an ethical decision-making framework.
- Students will be able to identify and appreciate the value of various forms of diversity in the business environment.