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**Course Syllabus**

FCBE 9999-M50 – Introduction to Business Management

Fall Semester, 2019

3.0 Credit Hours

(Last updated: 8/1/2019)

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Office Hours: As this is a fully online class, the standard means for communicating with the instructor is via course email throughout the semester. However, phone calls can be scheduled on Tuesdays, Thursdays, and Fridays from 4:00-5:30PM (Central Time).

# Course Overview: [REQUIRED]

This is a general introductory business course in which you will learn the fundamentals of leadership, management, bookkeeping, sales, and marketing.

# Pre-Requisites/Co-Requisites:

There are no course pre-requisites to enrolling in this course. However, the student should have a good grasp of basic mathematics and applied writing skills. In general, it is assumed that all students who are registering for Fogelman College classes have successfully completed any pre-requisites or are enrolled currently in any co-requisites associated with this course.

# Required Texts (and Related Materials): [REQUIRED]

* Smith, J. (2015). The Fundamentals of Business Operations. Pied Piper Publishing.   
  ISBN: 12-9999-12345-00

# Recommended Texts (and Related Materials):

It is recommended (but not required) that students have access to at least one periodical that includes business news (*Commercial Appeal, Wall Street Journal, Bloomberg, etc.*)

# Location of Course Materials:

This is a fully online course and all course materials (lectures, discussion topics, news, etc.) are located on the [eCourseware website (opens in new window)](https://elearn.memphis.edu/).

# Course Objectives: [REQUIRED]

By successfully completing this course, students will be able to:

* Accurately define the term “macroeconomics” and clearly differentiate it from “microeconomics” using any resources available in this course.
* Analyze a business plan and prepare a short written report on its strengths and weaknesses.
* Examine a balance sheet and differentiate various asset and liability categories.
* Identify from a list the primary technology components for building an enterprise data warehouse.
* Construct a short marketing plan for a new product launch.
* Design a performance evaluation plan for use with non-professional employees.

# Fogelman College: Learning Outcomes for Your Degree [REQUIRED]

This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA degree program.

* [Insert high-level Degree Learning Goals from the FCBE Assessment Website]
  + BBA (<https://www.memphis.edu/fcbeassessment/bba-degrees/bba-learning-outcomes.php>)
  + BBA-Acct (<https://www.memphis.edu/fcbeassessment/bba-degrees/bba-acct-learning-outcomes.php>)
  + MBA (<https://www.memphis.edu/fcbeassessment/mba-degrees/mba-learning-outcomes.php>)
  + IMBA (<https://www.memphis.edu/fcbeassessment/mba-degrees/imba-learning-outcomes.php>)
  + EMBA (<https://www.memphis.edu/fcbeassessment/mba-degrees/emba-learning-outcomes.php>)
  + MA-ECON (<https://www.memphis.edu/fcbeassessment/ma-econ-degree/ma-econ-learning-outcomes.php>)
  + MS-ACCT (<https://www.memphis.edu/fcbeassessment/ms-acct-degree/ms-accounting-learning-outcomes.php>)
  + MSIS (<https://www.memphis.edu/fcbeassessment/msis-degree/msis-learning-outcomes.php>)
  + MSBA-FIR (<https://www.memphis.edu/fcbeassessment/msba-degree/msba-learning-outcomes.php>)
  + PHD (<https://www.memphis.edu/fcbeassessment/phd-degree/phd-learning-outcomes.php>)

# Course Methodology

This is an online course and much of the learning will be self-managed and self-paced. This has the benefit of accommodating each student’s unique schedule and learning style. Everything will be done fully online and asynchronously (meaning the class will not meet at specific times).

# Professor’s Expectations of Students:

In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all online discussions.

# Student's Expectations of the Professor:

In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to emails within two (2) business days, and feedback on all work submitted within 7-10 calendar days.

# Grading and Evaluation Criteria [REQUIRED]

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

# Final Course Grades [REQUIRED]

Final course grades are earned according to the following table:

| **Point Range** | **Assigned Grade** |
| --- | --- |
| 92-100 Points | A |
| 84-91 Points | B |
| 75-83 Points | C |
| 65-74 Points | D |
| Under 65 Points | F |

Your overall grade for the semester is based on how well you perform on a mixture of formal activities including discussions, quizzes and projects. A detailed description of each of the assessed activities can be found after the scoring summary table below.

# Summary of Graded Activities

Points earned on the assessed activities will be distributed as follows:

| **Deliverable** | **Total Points** |
| --- | --- |
| Discussion Topics (5 @ 5pts each) | 25 |
| Formal Project #1 | 15 |
| Formal Project #2 | 15 |
| Homework Quizzes (2 @ 10 pts each) | 20 |
| Final Exam | 25 |
| **Total** | 100 pts |

# Course Topics:

Unit 1 Topics: What is a Business (purpose, public vs. private, profit vs. non-profit).  
Readings: Chapters 1-3 in the Smith textbook.

Unit 2 Topics: Business Management Basics (organizational structures, leadership style, workforce and human resources needs). Readings: Chapters 4-6 in the Smith textbook.

Unit 3 Topics: Essentials of Sales and Marketing (marketing plans, use of media, sales force development, compensation and reward). Readings: Chapters 7-9 in the Smith textbook.

Topic 4: Basics of Accounting and Financial Reporting (budgeting and planning, periodic reporting, federal, state, and local taxes). Readings: Chapters 10-12 in the Smith textbook.

# List of Formal Assessed Activities

For a complete description of the assessed activities for the semester, please refer to the “List of Assessed Activities” page that can be found in the online course area under “Getting Started”.

# Schedule of Activities

For a complete semester schedule of readings, activities, and due dates for assignments, please refer to the “Semester Calendar” that can be found in the online course area under “Getting Started”.

# Final Exam Schedule [REQUIRED]

The final exam for this class will be scheduled according to the [Registrar’s academic calendar website (opens in new window)](http://www.memphis.edu/registrar/calendars/index.php).

# Course Policies [REQUIRED]

## E-MAIL:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

## Attendance: [REQUIRED]

Since this is an online class taught asynchronously, there are no scheduled meeting times. Thus, formal attendance will not be taken. However, you are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future.

## Adding / Dropping:

If you have questions about adding or dropping classes, please refer to this page on the [Registrar’s website (opens in new window)](https://www.memphis.edu/registrar/).

## Academic Integrity: [REQUIRED]

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the [Student Handbook](https://www.memphis.edu/academicsuccess/pdfs/student_handbook.pdf) in the section on Code of Student Rights & Responsibilities for information. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the [Fogelman College's Website on Academic Integrity (opens in new window)](http://www.memphis.edu/fcbe/students/integrity.php).

## Participation:

To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected participate in all interactive aspects of the course. You should also regularly communicate with the instructor as part of your overall learning experience, check into the course frequently for announcements (usually on the course home page), and actively participate in threaded discussion events (both formal and informal). You should plan on logging into the course at least three times each week.

## Classroom or Online Behavior:

All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the [Fogelman College's Netiquette website (opens in new window)](http://www.memphis.edu/fcbe/students/netiquette.php).

## Late Assignments:

Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus and related “Course Activity Summary / Schedule” for all due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct up to 20% of the grade value for tardiness depending upon the circumstances and appropriate communication between the student and the instructor.

## Extra Credit:

There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus.

## Reporting Illness or Absence:

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met:   
(1) Extreme emergency and (2) Instructor contacted prior to the due date.

## Inclement Weather:

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as [TigerText (opens in new window)](https://umwa.memphis.edu/tigertext/index.php), an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Additional information on [TigerText (opens in new window)](https://umwa.memphis.edu/tigertext/index.php).

## Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

## Student Services

Please access the [FCBE Student Services (opens in new window)](http://www.memphis.edu/fcbe/students/services.php) page for information about:

* Students with Disabilities
* Tutoring and other Academic Assistance
* Advising Services for Fogelman Students
* Technical Assistance