



INTRODUCTION TO BUSINESS

Business Studies Department Mission Statement

Aligning with the Lakewood University mission, our innovative business programs will prepare learners to work as valuable managers and leaders in their respective workplaces, facilitating change for the benefit of the organization, its stakeholders, and society.

BUS100 — Introduction to Business, 3.0 hours

PROFESSOR

Jim Gepperth, M.P.A. owns and manages a small business in North Olmsted, Ohio. He is a former program director of a large non-profit charity organization serving northeast Ohio and has 22-year experience as a manager in the non-profit sector. Jim holds a Master degree in Public Administration from the Maxine Goodman Levin College of Urban Studies at Cleveland State University. He has experience teaching Political Science, Public Administration and Business courses at the college level, as well as training and lecturing as a consultant. Jim continues to be involved with a variety of charity organizations throughout northern Ohio. In his spare time, Jim enjoys reading biographies, watching sci-fi movies and cheering for Cleveland sports teams!

CONTACT INFORMATION

E-mail: jgepperth@lakewood.edu
Cell Phone: 800-517-0857 X 745

ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewood.edu

BOOKS AND RESOURCES

McGowan, James, and Marce Kelly. BUSN, 12th ed. Mason, OH: South Western, 2021

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.
Course Requirement Summary

- Assignments - Total of 100 Points
- Weekly discussion forums-Total of 80 Points
- Midterm Essay - 20 Points
- Final Exam - 50 Points

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 250. To determine the final grade, the student's earned points are divided by 250.

Your overall course grade will be determined according to the following scale:

A = (90% - 100%)

B = (80% - 89%)

C = (70% - 79%)

D = (60% - 69%)

F < (Below 60%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	<ul style="list-style-type: none">Business Now: Change is the Only ConstantEconomics: The Framework for BusinessThe World Marketplace: Business without Borders	Study Course Syllabus Read Chapters 1, 2, 3 Review PowerPoints and Video - "Introducing the Kaufmann Foundation" Participate in the Discussion Forum Complete Assignment 1		Objective 1 Objective 2
Lesson #2	<ul style="list-style-type: none">Business Ethics and Social Responsibility: Doing Well by Doing GoodBusiness Communication: Creating and Delivering Messages that Matter	Read Chapters 4 & 5 Review PowerPoints Participate in the Discussion Forum Complete Assignment 1	Assignment 1 upon completion of the lesson	Objective 3 Objective 4
Lesson #3	<ul style="list-style-type: none">Business Formation: Choosing the Form that FitsSmall Business and Entrepreneurship: Economic Rocket Fuel	Read Chapters 6 & 7 Review PowerPoints Participate in the Discussion Forum Complete Assignment 2	Assignment 2 upon completion of the lesson	Objective 5 Objective 6

TITLE Lesson #4	COURSE TOPIC <ul style="list-style-type: none"> Accounting: Decision Making by the Numbers Finance: Acquiring and Using Funds to Maximize Value Financial Markets: Allocating Financial Resource 	READINGS/ASSIGNMENTS Read Chapters 8, 9, 10 Review PowerPoints Participate in the Discussion Forum Complete Midterm Writing Assignment	DUE Midterm Writing Assignment upon completion of the lesson	OBJECTIVES Objective 7
TITLE Lesson #5	COURSE TOPIC <ul style="list-style-type: none"> Marketing: Building Profitable Customer Connections Product and Promotion: Creating and Communicating Value Distribution and Pricing: Right Product, Right Person, Right Place, Right Price 	READINGS/ASSIGNMENTS Read Chapters 11,12, 13 Review PowerPoints Participate in the Discussion Forum	DUE	OBJECTIVES Objective 8
TITLE Lesson #6	COURSE TOPIC <ul style="list-style-type: none"> Management Motivation and Leadership: Bringing a Business to Life Human Resource Management: Building a Top-Quality Workforce 	READINGS/ASSIGNMENTS Read Chapters 14 & 15 Review PowerPoints Participate in 2 Discussion Forum Complete Assignment 3	DUE Assignment 3 upon completion of the lesson	OBJECTIVES Objective 9 Objective 10
TITLE Lesson #7	COURSE TOPIC <ul style="list-style-type: none"> Managing Information and Technology: Finding New Ways to Learn and Link Operations Management: Putting It All Together 	READINGS/ASSIGNMENTS Read Chapters 16 & 17 Review PowerPoints Participate in the Discussion Forum Complete Assignment 4 & 5	DUE Assignment 4 & 5 upon completion of the lesson	OBJECTIVES Objective 11 Objective 12
TITLE Lesson #8	COURSE TOPIC	READINGS/ASSIGNMENTS Review the PowerPoint Complete the Final Exam Request the Next Course Course Evaluation THANKS FOR A GREAT CLASS	DUE Final exam upon completion of the lesson	OBJECTIVES Objective 1 Objective 2

DESCRIPTION

Present the fundamentals of business organization and procedures to acquaint the student with management principles, business terminology, types of business organizations and control

Program Objectives

1. Define business and discuss the role of business in the economy.
2. Explain and evaluate the free market system and supply and demand.
3. Describe business ethics and ethical dilemmas.
4. Explain the importance of excellent business communication.
5. Differentiate the four basic forms of business ownership.
6. Examine reasons to launch a small business.
7. Define accounting and describe how stakeholders use accounting information.
8. Explain customer relationship management (CRM) in marketing.
9. Explain the role of managerial leadership and key leadership styles.
10. Explain the importance of human resources management to business success.
11. Describe how managers use information to make better decisions.
12. Discuss the key responsibilities of operations managers.

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