
W100
Introduction to Business Administration
Indiana University Kokomo
Spring 2007
Course Syllabus

Instructor: Dmitriy Chulkov

Time: **Section 4973** – Monday / Wednesday 4.00-5.15 p.m.

Room: KO 112

Office Hours: Monday / Wednesday 5.30-6.45 p.m. (also by appointment or walk-in)

Office: KO 186

Phone: (765) 455-9282 (Office)
(765) 455-9348 (FAX)

E-mail: dchulkov@iuk.edu

Web Page: available in the Oncourse (<http://original-oncourse.iu.edu>)

Required text: Ferrell, Hirt, Ferrell, *Business: a Changing World*, 5th Edition

Prerequisite: None

Goals of the course:

This course is designed to provide an introduction to the issues found in business administration by the manager of a business operating in the contemporary economic, political, and social environment. Upon completing the course, the student should have:

- Developed a framework for the study and analysis of modern business.
- Become familiar with the terminology and the concepts of business including the major functional areas of business and how they are interrelated.
- Become acquainted with the management tools and techniques useful in a business environment.

Objectives of the Course:

At the completion of this class, the student should:

- Begin to develop and use problem solving skills.

- Be familiar with how Microeconomic concepts such as supply and demand, and Macroeconomic topics such as the health of the economy affect a business.
- Understand different types of industry and market structure.
- Be able to write a mission statement, objectives, and a business plan.
- Be aware of the government regulatory environment for businesses.
- Identify the potential social responsibilities involved in conducting business.
- Understand different forms of business organizations.
- Understand the marketing mix factors: Product, Price, Place, and Promotion.
- Use common business software applications in a business setting.
- Understand the operations function of a firm and how the production process works.
- Recognize cultural and national differences and the implications for global business.
- Understand the differences between staff and line positions.
- Be aware of unions and their relationships with management.
- Prepare basic financial statements and design a budget.
- Recognize the role of risk & insurance in business.
- Understand the different motivational theories and their applications for management of workers.

School of Business Mission Statement

The mission Statement of the School of Business can be accessed at the following web address:
<http://www.iuk.edu/~kobus/Mission.shtml>

Grading:	Midterm Exam	100 pts
	Final Exam	100 pts
	Computer/Group projects	100 pts
	Quizzes	<u>100 pts</u>
	Total Points	400 pts

Grading Scale:	90% - 100%	A
	80% - 89%	B
	70% - 79%	C
	60% - 69%	D
	Below 60%	F

Exams:

There will be an in class midterm exam, and a final exam. Unexcused absences will result in zero score on exams. Exams will be a combination of multiple choice, problems, and short essay questions.

Attendance:

Attendance at each class meeting is expected, particularly since on several class periods we will be participating in class exercises that cannot be replicated outside of the class. If it is necessary to miss a class, it is the student's responsibility to contact the instructor or a classmate concerning the subject material covered, homework assigned, etc.

Assignments:

The quizzes will cover the concepts, terms, and charts in the text and lectures. There will be a combination of multiple choice and short answer questions. The quizzes encourage attendance and keeping up with the pace of the class. The material is diverse and it is easy to fall behind. **There are no make-ups on quizzes!** The results of the ten best of them will be counted toward your grade.

Students will form teams of 3-5 students to create an idea for a new business. Class time will be given throughout the semester for the groups to discuss and work on a business plan which is to be handed in at the end of the semester.

Computer Usage:

A web-site is developed in the Oncourse (<http://original-oncourse.iu.edu>), containing the syllabus, schedule, and course related information. The students are encouraged to contact me via e-mail. The computer projects in this course utilize common business software applications: *Microsoft Word*, and *Excel*. The textbook has a website <http://www.mhhe.com/ferrell5e>. There is also an interactive CD-ROM study guide that accompanies the textbook.

Library Usage:

The IUK library system offers a variety of resources for the student to use in this course. Examples include current newspapers (Wall Street Journal), magazines (Business Week), databases (ABI Inform), and access to the Internet. The librarians can also direct students in Internet and literature searching. Students are strongly encouraged to take advantage of these and other library resources.

Tentative Class Schedule

Week	Date	Chapter	Topics
1	Jan. 8	-	Introduction and overview
	Jan. 10	1	Dynamics of Business and Economics
2	Jan. 15	-	No Class – Holiday
	Jan. 17	2	Ethics and social responsibility
3	Jan. 22	3	Global business
	Jan. 24		
4	Jan. 29	4	E-business and information technology
	Jan. 31		
5	Feb. 5	5	Forms of ownership
	Feb. 7	6	Small business, Franchising
6	Feb. 12	7	Nature of Management
	Feb. 14		
7	Feb. 19	8	Organization, Teamwork, and Communication
	Feb. 21	9	Managing Service and Manufacturing Operations
8	Feb. 26	1-9	Review for midterm exam
	Feb. 28		Midterm exam
9	Mar. 5	10	Motivating employees
	Mar. 7	11	Managing Human Resources
10	Mar. 12		No Class – Spring Break
	Mar. 14		No Class – Spring Break
11	Mar. 19	App. C	Resumes and Personal Career Plan
	Mar. 21	12	Marketing
12	Mar. 26	13	Dimensions of Marketing Strategy
	Mar. 28		
13	Apr. 2	14	Money and Financial System
	Apr 4		
14	Apr. 9	15	Accounting and Financial Statements
	Apr 11		Work on Excel spreadsheet assignment
15	Apr. 16	App. B	Work in teams on business plans
	Apr 18	16	Financial management and securities market
16	Apr. 23	1-16	Review for final exam
	Apr. 25	1-16	Review for final exam
17	Apr. 30		Final exam