

380828: Fundamentals of Business Administration and Management

MGMT-X 497.613

Summer 2021 Section 1 4 Credits 06/21/2021 to 09/05/2021 Modified 05/27/2021

Description

A majority of businesses fail within the first two years, and a significant percentage of the initial survivors don't last much longer. There are many reasons for this, including inexperienced management, lack of sufficient capital, failure to do proper marketing, and a lack of financial competency. The bottom line is that most managers don't know how to properly systematize, structure, and manage their businesses. They don't know because they're not aware of where or how to find this information. This course is designed to teach students how to properly structure, systematize, and manage a business of any size or type, service, or product--and in any industry.

Outcomes

By the end of this course, a successful learner should be able to:

1. Understand the changing business environment, current economic climate, and global business world.
2. Acquire the skills for business formation, small business, entrepreneurship, ethics, social responsibly, and communication skills.
3. Learn about the accounting, finance, and financial markets within the business world.
4. Develop the 4 P's of marketing: Product, promotion, distribution (place), and pricing.
5. Attain management, leadership, and human resource management skills
6. Obtain skills to manage information, operations, and technology.

Materials

BUSN 11

Author: Kelly / Williams

Publisher: Cengage

Edition: 11th

ISBN: Print: 9781337407137 or eBook: 9780357144015

Availability: Campus Bookstore

The textbook is available as an eBook or the regular hard copy version. Only one version is utilized for this course.



✓ Evaluation

Grades are assigned based on points. All work will be graded within seven days of the due date. Explanations about discussion questions, assignments, and other course components appear in the appropriate weekly pages.

Criteria

Total Points = 450

Type	Weight	Topic	Notes
Weekly Quizzes	22%		<p>Weekly Quizzes: 100 points (10 points per week)</p> <ul style="list-style-type: none"> • There will be weekly quiz questions to further the student's knowledge of the subject. • A detailed list of due dates is located in the course syllabus schedule. • Weekly quizzes must be completed by Sunday at 11:59 pm. The week begins on Monday and ends on Sunday at 11:59 pm. Once the week is complete, the week's quiz will no longer be available.
Weekly Discussion Board Questions	22%		<p>Weekly Discussion Board Question(s): 100 points (10 points per week)</p> <ul style="list-style-type: none"> • Each week, there will be Discussion Board question(s) to answer. • The week begins on Monday and ends on Sunday at 11:59 pm. • The Discussion Board question(s) will be available until Sunday at 11:59 pm on the week due. Once the week is complete, the Discussion Board will no longer be available. • To earn the full ten (10) points for week: <ul style="list-style-type: none"> ◦ Post one (1) complete initial response (150-200 words) to the question(s) by Thursday. ◦ Post at least two (2) responses per question to other students' posts from Thursday through Sunday.

Type	Weight	Topic	Notes
Business Research Paper	22%		<h3>Business Research Paper: 100 points</h3> <ul style="list-style-type: none"> The topic will be the student's choice of any business organization, to be approved by the instructor. The length will be three to five (3-5) pages (not including the cover and reference pages) in APA 7th edition Format only. Please be sure to apply at least three (3) outside sources and cite all the references used. The following items must be discussed in the research paper: <ul style="list-style-type: none"> Short background/history Written evaluation of relevant financial data from the income statement, balance sheet, etc. Current top management Marketing/sales plan Ethics & social responsibility SWOT analysis Apply a minimum of ten (10) concepts/terms from the BUSN textbook (use BOLD font to identify) The research paper must be submitted to the Instructor via Canvas only. Due Week #6 on Sunday
Online Team Presentation	17%		<h3>Online Business Team Presentation: 75 points</h3> <ul style="list-style-type: none"> Each team will develop a NEW and innovative business which does not currently exist (be creative!). It can be a product or service, profit or non-profit. Designate the finances and resources required to create this business. Define the management team and employees necessary to start this business. Label the features and benefits of the business. Which product or service is the primary competition? Describe the marketing strategy needed to produce the product/ service. Use PowerPoint or Prezi to create an aesthetically pleasing presentation. Create a timed presentation with vocal clips from each team member. Short film clips of approximately one to two (1-2) minutes may be utilized. Presentation should be posted via the Discussion Board in order for all students to view. Due Week #9 on Sunday
Final Exam	17%		<h3>Final Exam: 75 points</h3> <ul style="list-style-type: none"> Consists of multiple-choice, true/false, and fill in the blank questions. Includes information covered in the textbook, PowerPoint slides, videos, and any other pertinent information discussed from the course. Will be available the last week of the course during Week #11.

Breakdown

Grade	Points	%
A+	435-450	97-100
A	421-434	94-96
A-	404-420	90-93
B+	390-403	87-89
B	376-389	84-86

B-	358-375	80-83
C+	345-357	77-79
C	315-344	71-76
C-	268-314	60-70
F	0-267	0-59

* Course Policies

Instructor Expectations

1. Be prepared each week by reading the assigned chapter(s).
2. Be aware of the weekly assignments due.
3. Actively participate in all class discussion boards.
4. Submit all assignments on time.
5. Each week starts on Monday and ends on Sunday at 11:59 pm.
6. NO MAKEUP OR LATE COURSEWORK.
7. Observe all online course policies and be courteous to others.
8. Please make contact with me if anything regarding this course is unclear.

Planning Your Study Time

To plan your study time, it is estimated that you will spend 3 hours per week "in class" with the instructor and approximately 7 additional hours per week outside of class studying for exams, reading, and completing assignments. Depending on the extent of your academic preparation and recent college-level coursework in this topic area, the amount of study time needed may vary considerably.

Policies About Deadlines and Late Work

Late coursework is not accepted unless there are accentuating circumstances. Please contact me if there are issues which interfere with your assignment deadlines.

Institutional Policies

Student Conduct

Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct at:

<https://www.uclaextension.edu/pages/str/studentConduct.jsp> (<https://www.uclaextension.edu/pages/str/studentConduct.jsp>)

Services for Students with Disabilities

In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary

aids/services are available only through UCLA Extension's Office for Students with Disabilities at (310) 825-0183 or by email at access@uclaextension.edu. For complete information see: <https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp> (<https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp>)

Incompletes

Your instructor may post the interim grade *Incomplete/I* if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the *Incomplete/I* grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. *Incomplete/I* grades that remain unchanged after twelve weeks will lapse to *F*, *NP* or *U*. Receiving an *I* grade entitles you to submit only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The *Incomplete/I* grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses. For complete information, see:

<https://www.uclaextension.edu/pages/str/grading.jsp> (<https://www.uclaextension.edu/pages/str/grading.jsp>)

All Grades are Final

No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except *Incomplete* may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.

Sexual Harassment

The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy.

All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution: UCLA Extension, Suite 113, 10995 Le Conte Ave., Westwood; Voice/TTY: (310) 825-7031. View the University's full Policy on Sexual Harassment and Sexual Violence at <http://policy.ucop.edu/doc/4000385/SHSV> (<http://policy.ucop.edu/doc/4000385/SHSV>).

Additional Items

Protecting Privacy and Data During Live Instruction

Live meeting sessions for this class, when applicable, are being conducted over Zoom. As the host, the instructor may be recording live sessions. Only the host has the ability to record meetings, no recording by other means is permitted. Recorded sessions will be posted in the Videos area of this class unless otherwise notified. Due to privacy, recordings are not available for download and are only accessible via Canvas for the duration of the class. If you have privacy concerns and do not wish to appear in the recording, do not turn on your video and/or audio. If you also prefer to use a pseudonym instead of your name, please let the instructor know what name you will be using so that the instructor knows who you are during the session. To rename yourself during a Zoom meeting, click on Participants, click on your name, click on More, click on Rename. If you would like to ask a question, you may do so privately through the Zoom chat by addressing your chat question to the instructor only (and not to "everyone"). Additionally, chat may be used and moderated for live questions, and saving of chats is enabled. If you have questions or concerns about this, please contact the instructor via Canvas Inbox.

Pursuant to the terms of the agreement between Zoom and UCLA Extension, the data is used solely for this purpose and Zoom is prohibited from re-disclosing this information. UCLA Extension also does not use the data for any other purpose. Recordings will be deleted when no longer necessary. However, recordings may become part of an administrative disciplinary record if misconduct occurs during a video conference.

Course and Instructor Evaluation

UCLA Extension values your feedback on course and instructor evaluations. We ask all students to take a few minutes to complete an end-of-course evaluation survey. Updates to the course and instruction are influenced by your feedback. Understanding your student experience is essential to ensure continuing excellence in the online classroom and is appreciated by your instructor and the UCLA Extension academic leadership.

Your participation in a survey is voluntary, and your responses are confidential. After instructors submit grades, they will be given an evaluation report, but this report will not contain your name.

About Your Online Course Materials

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
 - What are the basic computer specifications for Canvas? <https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas> (<https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas>)
 - Which browsers does Canvas support? <https://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support> (<https://guides.instructure.com/m/67952/l/720329-which-browsers-does-canvas-support>)
- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due dates, and course guidelines.
- Students are encouraged to keep and/or download a local copy of their assignment files, as access to the online environment of a specific course is limited to 30 days after the final course date, as listed in the course catalog.

If you need assistance downloading student materials from your course, please contact Canvas Support or the UCLA Extension Learning Support Team.

UCLA Extension Canvas and Learning Support

For immediate 24/7 Canvas technical support, including holidays, click on Help (located on the menu to the left) where you can call or chat live with a Canvas Support representative.

UCLA Extension Instructional Design and Learning Support

The UCLA Extension Learning Support staff assists both students and instructors with Canvas-related technical support, as well as general and administrative questions.

Learning Support staff is available Monday through Friday, from 8 AM to 5 PM (Pacific Time), except holidays:

- Email: support@unexonline.zendesk.com
- Website: <http://support.uclaextension.edu> (<http://support.uclaextension.edu/>)

Schedule

The following class schedule may be modified with the addition or deletion of items to accommodate the learning experience.

Week	Dates Mon - Sun	Chapter(s)	Weekly Assignments
1	6/21 - 6/27	Chapter 1: Business Now	<ul style="list-style-type: none">• Review the course syllabus & schedule• Discussion Board questions• Chapter 1 Online Quiz

2	6/28 - 7/4	Chapter 2: Economics Chapter 3: The World Marketplace	<ul style="list-style-type: none"> • Discussion Board questions • Chapters 2 & 3 Online Quiz
3	7/5 - 7/11	Chapter 4: Ethics & Social Responsibility Chapter 5: Business Communication	<ul style="list-style-type: none"> • Discussion Board questions • Chapters 4 & 5 Online Quiz
4	7/12 - 7/18	Chapter 6: Business Formation Chapter 7: Small Business & Entrepreneurship	<ul style="list-style-type: none"> • Discussion Board questions • Chapters 6 & 7 Online Quiz
5	7/19 - 7/25	Chapter 8: Accounting Chapter 9: Finance	<ul style="list-style-type: none"> • Discussion Board questions • Chapters 8 & 9 Online Quiz
6	7/26 - 8/1	Chapter 10: Financial Markets	<ul style="list-style-type: none"> • Discussion Board question • Chapter 10 Online Quiz • RESEARCH PAPER DUE
7	8/2 - 8/8	Chapter 11: Marketing Chapter 12: Product & Promotion	<ul style="list-style-type: none"> • Discussion Board questions • Chapters 11 & 12 Online Quiz
8	8/9 - 8/15	Chapter 13: Distribution & Pricing Chapter 14: Management Motivation & Leadership	<ul style="list-style-type: none"> • Discussion Board questions • Chapters 13 & 14 Online Quiz
9	8/16 - 8/22	Chapter 15: Human Resource Management	<ul style="list-style-type: none"> • Discussion Board question • Chapter 15 Online Quiz • TEAM PRESENTATION DUE
10	8/23 - 8/29	Chapter 16: Managing Information & Technology Chapter 17: Operations Management	<ul style="list-style-type: none"> • Discussion Board questions • Chapters 16 & 17 Online Quiz
11	8/30 - 9/5	FINAL EXAM DUE	