

BUS 102A, Introduction to Business  
Monday/Wednesday/Thursday  
Time: 17:00 – 17:50

### **AJU Mission Statement**

**Learning and Scholarship:** We believe in the principle of Torah – learning as an intellectual and inspirational endeavor – that embraces both academic scholarship and the efforts of all Jews to explore their shared heritage through the formal and informal study of Judaism and the other great civilizations of the world.

**Culture:** We acknowledge that Judaism is a flourishing civilization with a culture that is fundamental to modern Jewish identity. We strive to advance that culture by encouraging artistic endeavor in all of its many forms.

**Ethics:** We recognize that ethics is the language of Judaism and its most important link to the world at large.

**Leadership:** We understand that the future of Jewish life depends on the careful preparation of dedicated and impassioned individuals who are called to leadership.

**Peoplehood:** We are a pluralistic institution that embraces diversity within Judaism and values the contributions of all groups to the growth of Jewish Civilization.

### **Students with Disabilities**

American Jewish University is committed to assisting our students with documented disabilities to have a successful career at AJU. Contact the Office of Student Affairs to request accommodations and begin the documentation process. (See Enhancing Accessibility and/or AJU website for complete policy.)

### **Standards of Academic Integrity**

The Honor Code of American Jewish University was written by a committee of undergraduate and graduate students, faculty and administrators. Under the Honor Code, students have a two-fold obligation: individually, they must not violate the code, and as a community, they are responsible to see that suspected violations are reported. Academic Dishonesty includes, but is not limited, to the following definitions:

**A. Examination Behavior:** Unless expressly permitted by the instructor, the use of external assistance during an exam shall be considered academically dishonest. Inappropriate exam behavior includes but is not limited to: (1) communicating with anyone in any way during an exam, (2) copying material from another student's exam, (3) allowing a student to copy from one's exam, (4) using unauthorized notes, calculators, or other sources of unauthorized assistance.

**B. Fabrication:** Any intentional falsification, invention of data, or citation in an academic exercise will be considered to be academic dishonesty. Fabrication involves but is not limited to: (1) inventing or altering data for a laboratory experiment or field project, (2) padding a bibliography of a term paper or research paper with sources one did not utilize, (3) resubmitting returned and corrected academic work under the pretense of grader evaluation error when, in fact, the work has been altered from its original form.

**C. Plagiarism:** Plagiarism is the appropriation and subsequent passing off of another's ideas or words as one's own. If the words or ideas of another are used, acknowledgement of the original source must be made through recognized referencing practices. Use of another's ideas or words must be properly acknowledged as follows:

(1) Direct Quotation: Any use of direct quotation must be acknowledged by footnote citation and by either quotation marks or proper indentation and spacing.

(2) Paraphrase: If another's ideas are borrowed in whole or in part and are merely recast in the student's own words, proper acknowledgement must, nonetheless, be made. A footnote or proper internal citation must follow the paraphrased material.

**D. Other Types of Academic Dishonesty:** Other forms of academic dishonesty include, but are not limited to:

(1) Submitting a paper written by or obtained from another person.

(2) Using a paper or essay in more than one class without the instructors' expressed permission.

(3) Obtaining a copy of an examination in advance without the knowledge and consent of the instructor.

(4) Altering academic records outside of official institutional procedures.

(5) Using another person to complete academic assignments such as homework, take-home exams or using another person posing as oneself to take classroom examinations.

## **Course Description**

A “Business” is classically defined as a collection of individuals or organizations that combine to make a profit by providing a product that meets peoples’ needs. A “product” may be a tangible item (e.g. a bagel) or a service (e.g. education). In any event, the key to understanding a business relies on understanding the technical aspects such as the legal, financial, economic realities, as well as the *human/interpersonal* aspects involved in both getting people to work together and in meeting the needs of customers. Most importantly, it is the interaction of psychology and commerce that makes organizations succeed or fail. The same principles apply whether the organization is indeed profit-oriented or meant to be “not for profit”.

Scientific study involves observable, explainable behavior. Explainable in that a set of underlying principles can be formulated into theories enabling prediction. “Management” as such is a science, with a set of principles that can be put into action leading to somewhat predictable results – even in the era of e-business where “dot-coms” become “dot-bombs.” Understanding principles, theories, and realities enables managers to more likely predict, and assure, a desired outcome. This course is designed to assist students in understanding our real world.

### **Course Goals**

My objectives for this class are for you, the student, to leave the class with:

- Knowledge of the complex interaction of people and organizations
- A Methodology for putting factors together to make better managerial decisions
- An Appreciation for the FIT of people, goals, jobs, structure, strategy, and the manager’s ability to influence the outcome
- Tools to use to accomplish your goals

### **Course Requirements**

My expectations are for students to:

- Attend class (on time and regularly): Students are responsible for anything that occurs in class whether they attended or not – topics may well be covered that are not in the readings, assignments made and/or changed, etc.
- Have read the assigned chapters and ancillary material
- Have scanned their environment for topic-relevant issues
- Be ready and willing to share any significant insights
- Learn what is taught

### **Required Reading and Other Assignments**

Management, 6<sup>th</sup> edition. Daft, Thompson/Southwestern, 2003

Additional Reading: Wall Street Journal, Business Week, Fortune, or other business publications.

Read REGULARLY

Lecture, discussion, videos, exercises on topics from text book, current events, and your lives will be covered.

#### Real World Application Reports:

These short reflection papers are designed to allow you to report on those “aha” experiences that you should have during the course. There will be, hopefully, at least times during the year when you are outside the classroom in the “real world” – reading, watching, interacting – and you observe something occur that makes you remember something we were speaking about in class (or you read in your text) and you suddenly find yourself thinking “Now that’s a good example of ...”. This might also happen in reverse; i.e. something we say in class reminds you of something you recently saw that puzzled or impressed you. (A “So that’s why ‘they’ did that!”) In essence, they are designed to help (force?) you to make the leap from classroom theory to reality.

They are SHORT (2 page max.) papers that should:

1. Describe the setting, the characters, and the event you saw, read, etc.
2. Link it to the classroom/text-book principle.
3. Tell me what you learned, or how you might have done it differently from the characters in real life based on your learning.

They do not have to be “earthshaking” insights, but they should be important ones.

#### TEAM Project:

Businesses, as are all organizations, are collections of individuals who must work together for mutual goals. The experience of working with teammates – not all of your own choosing – is invaluable in understanding and skill building. Teams will be assigned to research, organize, and report to their classmates on a business topic. You may choose either a specific business entity to report on, or a general industry that you choose. (More structure to this assignment will be discussed in class.)

Team reports are worth 25% toward final grade: 15 points will be a shared team grade and 10 will be peer-reviews.

#### **Assessment/Grading**

There will be 2 in-class exams each covering part of the material. Each test will consist of 50 OBJECTIVE questions and will be 20% towards the final grade. (See Course Outline for chapters covered on each exam).

Students with documented special needs MUST identify themselves and their needs BEFORE any exam is given. Reasonable accommodations will be made.

Students will also be responsible for 3 Real World Application Reports (RWAP's). Each will be worth 5% toward the final grade. POINTS WILL BE TAKEN OFF FOR REPORTS NOT TURNED IN ON TIME.

Summary of Grading:

Exam 1 = 20%

Exam 2 = 20%

Team Project = 25%

3 RWAP's @ 5% each = 15%

Attendance and Participation = 20%

**Attendance is mandatory for all class sessions. Should a student miss 20% or more of class sessions, he/she will be automatically withdrawn from the course and receive a W. To get an excused absence one must be ill and bring a doctor's note.**

**Course Schedule**

<u>Week</u>	<u>Topic</u>	<u>Readings</u>
1	“Introduction” Business	Handouts; Ch. 1, Ch.6
2	Intro to Mgt.	Daft: Ch. 1, 2
3	Environment and Ethics	D: Ch. 3, 4, 5
4	Planning and Strategy <b>RWAP 1 DUE</b>	D: Ch. 7, 8
5	Decision Making	D: Ch. 9
6	Org'n & Structure	D: ch. 10, 11
7	Change and Development	D: Ch.12

8	HR Management <b>Mid-Term Exam</b>	D: Ch. 13
9	Diversity <b>RWAP 2 DUE</b>	D: Ch.14
10	Leadership	D: Ch. 15, 16
11	Motivation	D: Ch. 17
12	Communication and Teams	D: Ch. 18, 19
13	Controls	D: Ch. 20
14	Financial and IT	Ch. 21 and Handouts
15	Team Presentations <b>Final Exam</b>	