

**MANA 6310 – FUNDAMENTALS OF BUSINESS  
FALL 2019**

---

**Dr. Nikhil Celly**  
**315D Melcher Hall**  
**Phone: 713-743-7114**  
**Office Hours: By appointment**  
**Email: [ncelly@bauer.uh.edu](mailto:ncelly@bauer.uh.edu)**

---

### **COURSE OBJECTIVES**

The purpose of this course is to introduce you to the fundamentals of business and management. The course is designed as an overview of business and various fields of management that include accounting and finance, marketing, operations and productions, supply chain, information systems, human resource management and leadership.

The concepts of the course take the firm as the unit of analysis, and managers of the business as the key actor. The materials encompass a broad range of industries, businesses and issues. The key objectives of the course are:

1. Understand the fundamentals of business
2. Identify the various factors that impact the operations of a business and inter-relatedness between them
3. Gain familiarity with the management disciplines and functions of marketing, operations, accounting and finance, human resources, leadership etc.
4. Provide a foundation for other courses on management and leadership.

In addition, this course is associated with the following Bauer Learning Goals:

1. Communication
2. Cross Disciplinary Competence
3. Critical Thinking
4. Ethical Reasoning

### **COURSE MATERIALS**

Textbook: Skripak, Stephen J. 2018. *Fundamentals of Business*, 2nd Edition, Blacksburg, VA: VT Publishing. <http://hdl.handle.net/10919/84848>. Licensed with CC BY-NC-SA 4.0 <https://creativecommons.org/licenses/by-nc-sa/4.0>.

Individual Case analysis: the instructor will assign the case at a later date. Email/Blackboard instructions will be provided.

### **CLASS FORMAT**

This is an online course. The class will not meet on campus and you do not have to login to the course Blackboard site at any specific time.

For the purpose of readings and assignments, each week starts on a Monday and ends on a Sunday.

All topics will be covered during the week they are listed. It is advisable to complete the readings the week before they are listed as preparation to participate online. All assignments are due in the week they are listed.

Powerpoint slides for each chapter will be provided in Blackboard. These will serve to outline the structure and highlight the major points of each topic. They are not, however, a substitute for having access to and knowledge of the fuller body of information available in the course text.

Short video lectures may also be posted by the instructor on the BB site as supplemental material. You are required to view these lectures when made available.

For the guidelines related to the specifics of online course and time management see sections below.

### Tentative schedule

<b>Dates</b>	<b>Topic</b>	<b>Readings</b>	<b>Assignments Due/Quizzes</b>
Week 1: Aug 19-Aug 25	Review syllabus Introduction to the course.	Chapter 2: The Foundations of Business  Chapter 6: Forms of Business Ownership	Introduce yourself  Discussion 1
Week 2: Aug 26-Sep 1	Economics and business	Chapter 3: Economics and Business	Discussion 2
Week 3: Sep 3-Sep 8	Ethics and Social Responsibility	Chapter 4: Ethics and Social Responsibility	Discussion 3
Week 4: Sep 9-Sep 15	Global business	Chapter 5: Business in a Global Environment	<b>Quiz 1 on Ch 2-6</b>
Week 5: Sep 16-Sep 22	Management and Leadership	Chapter 8: Management and Leadership	Discussion 4
Week 6: Sep 23-Sep 29	Organizational Structure	Chapter 9: Structuring Organizations	Discussion 5
Week 7: Sep30 –Oct 6	Functional areas of management  Operations and production	Chapter 10: Operations Management	Discussion 6
Week 8: Oct 7-Oct 13	Functional areas of management : HR	Chapter 11: Motivating Employees Chapter 12: Managing Human Resources	Discussion 7: Find a relevant article/media story (on readings for the week) and post in the discussion section
Week 9: Oct	Quiz 2		<b>Quiz 2 on Ch 8-12.</b>

14- Oct 20			
Week 10: Oct 21-Oct 27	Functional areas of management : Marketing	Chapter 14: Marketing: Providing Value to Customers Chapter 15: Pricing Strategy	Discussion 8
Week 11: Oct 28-Nov 3	Functional areas of management : Accounting and Finance	Chapter 17: Accounting and Financial Information	<b>Quiz 3 on Ch 14, 15 and 17.</b>
Week 12: Nov 4-Nov 10	Functional areas of management : Information Systems	TBD	Discussion 9: Find a relevant article/media story (on readings for the week) and post in the discussion section
Week 13: Nov 11-Nov 17	Functional areas of management : Strategic Management	TBD	Discussion 10
Week 14: Nov 18-Nov 24	Review Foundations of Business Case analysis question posted		Review all chapters in text and material. Read the case assignment question. Begin work on case analysis.
Submit case analysis by Dec 8	Complete work on Case analysis		<b>Case analysis due</b>

## GRADING

### Grading components

#### Discussion participation

A unique aspect of the course experience is the sharing of insights and experiences in the classroom, in small teams and in the many interactions that happen between participants. We will be doing 10 online discussions in the discussion section on BB. The online discussions (D1-D10) will focus on the readings for the week and questions posted in the discussion section by the instructor. The discussions are worth a total of 30 points. Prior to your first online assignment, review the Online Participation Evaluation Rubric for a detailed explanation of how your online assignments will be evaluated in this class. Please follow the rubric carefully.

Please participate in online discussions as you would in constructive face-to-face discussions. You are expected to post well-reasoned and thoughtful reflections for each item, making reference, as appropriate, to your readings. A rule of thumb is that each answer should be at least 100 words. Be sure to reference any outside information that you use in answering your questions. You are also expected to reply to your classmates' posts in a respectful, professional, and courteous manner. You may, of course, post questions asking for clarification or further elucidation on a topic. All students are required to respond to at least ONE response post from other classmates for each assignment. Note that you may also be graded on the quality of your discussion posts. (Remember, it is a discussion. What can you add to continue the discussion?)

## Quizzes

There will be three quizzes worth 10 points each. Quizzes will be administered online and available by logging in to Blackboard. You will have 90 minutes to complete each quiz and the quiz can be taken at any time during the week it is due. Instructions will be posted on Blackboard.

## Individual case analysis

Each student is expected to read and analyze one individual case. The individual case for analysis will be assigned by the instructor in Week 14. The written analysis for this individual case will be due Dec 8. Note: questions for this individual case assignment will be provided at a later time. Individual case analysis papers must respect the following guidelines: **3 pages (excluding exhibits etc.), 1-inch margins, Times new roman 12-point font, and double line spacing.** No collaboration with other students is permitted for individual case analysis.

**Grading criteria include:** (1) Analysis rigor, (2) Quality, professionalism and clarity of writing and presentation, and (3) Specific, action oriented, internally consistent and common sense recommendations

## **COURSE EVALUATION**

Class Discussions	30 points
Quizzes	30 points
Individual Case Analysis	40 points
<b>Total</b>	<b>100 points</b>

POINTS:	GRADE:	POINTS:	GRADE:	POINTS:	GRADE:
93-100	A	83-86	B	73-76	C
90-92	A-	80-82	B-	70-72	C-
87-89	B+	77-79	C+	60-69	D
			below 60	F	

## Rubric for online discussions<sup>1</sup>

	4 A level qualities	3 B-level Qualities	2 C-level qualities	1 or 0 D- or F- level qualities
Criterion	Exceptional	Acceptable	Marginal	Unacceptable
Completeness	You address all elements of the discussion activity.	You address most elements of the discussion activity.	You address some elements of the discussion activity.	You address few, if any, elements of the discussion activity.
Quality of response	You demonstrate an excellent understanding of the question(s) through well-reasoned and thoughtful reflections; your response is factually correct and substantive, with relevant references and examples and a clear connection to the readings.	You demonstrate a good understanding of the question(s) through well reasoned and thoughtful reflections; your response is factually correct but lacks full development and a clear connection to the readings.	You demonstrate limited understanding of the question(s); your response includes basic examples but lacks substantive information and connection to the readings	You demonstrate elementary understanding of the question(s); your response is incomplete, off-topic, incorrect, or irrelevant to the discussion activity.
Comments to others	You demonstrate a careful reading of other postings through insightful comments and analysis and extend meaningful discussion by building on previous posts.	You elaborate on other postings with further comments or observations.	Your comments to others are mostly shallow (e.g., "I agree" or "I disagree") and do not enrich or further the discussion.	You post few, if any, comments to others.
Participation	You contribute regularly and on a timely basis, meet or exceed minimum requirement for replying to classmates, and always observe proper online etiquette (are respectful, courteous, and professional).	You contribute occasionally and on a timely basis, meet the minimum requirement for replying to classmates, and observe proper online etiquette.	You contribute infrequently and not on a timely basis and do not meet requirement for replying to classmates or always observe proper online etiquette.	You do not contribute to discussion on a timely basis or observe proper online etiquette or both.
				<b>Total</b>

<sup>1</sup> From Thomas Edison State College <https://sites.google.com/a/tesc.edu/abet-project/help/rubric-development>

## Rubric for case analysis

	4 A level qualities	3 B-level Qualities	2 C-level qualities	1 or 0 D- or F- level qualities	
Criterion	Exceptional	Acceptable	Marginal	Unacceptable	
Effectively demonstrated an overall understanding of the assignment					
Clearly demonstrated an understanding of the concepts within the assignment					
Effectively performed all tasks required in the assignment					
Presented information that was realistic, logical, and clearly communicated					
Presented well organized and grammatically correct information					
<b>Total</b>					

## BLACKBOARD LEARN

Blackboard is a password-protected online course management system. Starting on the first day of classes, students can use their PeopleSoft ID, to log on to Blackboard Learn courses by going to <http://www.uh.edu/webct> and clicking the “Blackboard Learn” button.

- Assignments: Please pay close attention to instructions and due dates/times. Assignments must be submitted through this link on blackboard. Late papers will not be accepted.
- Grades: Use this tool to access your grades for this class including group case presentations, class contribution, the individual paper, and the final course grade.
- Course Content: Case PowerPoint presentations and other material will be uploaded periodically.

## ASSUMPTIONS AND EXPECTATIONS

I expect you to be fully engaged in the learning process. This means devoting time and energy to preparation and active participation in online discussions. The individual case requires you to **go back in time** to analyze and answer the case questions.

## DEADLINES AND LENGTH LIMITS

Over time, I have come to appreciate the degree to which students want to be treated fairly and equitably when dealing with deadlines and length limits on assignments. I am well aware of the

significant frustration associated with scrambling to meet a deadline, or working at crafting a succinct and coherent response to an assignment, only to find that a colleague has received greater latitude in their submission. Since this is an online class and part of your grade is dependent upon other students' feedback and comments, late assignments (including discussions and projects) will not be accepted. Note that failing to submit an assignment will result in a NULL grade for that assignment.

A similar policy is in place for case analyses that exceed length limits. Minor excesses (10% or less) will normally result in the deduction of 1-2 points and significant excesses (more than 10%) will result in the deduction of 3-5 points. **I expect that the document will be readable and tightly edited.** Small font sizes and verbose analysis are not viewed favorably.

## **TIME MANAGEMENT SUGGESTIONS**

Complete readings on Sunday, before the week begins.

On weeks with assigned discussions, write initial posting for Discussion on Monday; Proofread and revise on Tuesday, post on Wednesday. On Thursday and Friday, respond to your classmates.

## **PLAGIARISM AND ACADEMIC HONESTY**

Students must write their discussions and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence. All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University. All assignments submitted will be included as source documents in the Turnitin database for the purpose of detecting plagiarism of papers subsequently submitted to the system.

The UH Academic Honesty Policy is strictly enforced by the C.T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the UH Student Handbook which can be found at <http://www.uh.edu/dos/hdbk/acad/achonpol.html>. Students are expected to be familiar with this policy.

## **ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES**

The C.T. Bauer College Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

## **INSTRUCTOR EVALUATIONS**

The Bauer College of Business has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully

considered in promotion, salary adjustment, and other important decisions. We openly encourage students to provide feedback to the instructors and to the Bauer College of Business through the evaluation process.