Introduction to Business (B101)
Course Outline - Winter 2005 - Sections 301 & 302 (2nd Block)
Smith 220 & Taylor Chapel Room 146 (11:00AM - 12:45PM & 2 PM – 3:45 PM)

Prerequisites: None. B101 is required for all business majors.

Instructor: Kenton C. Anderson - Degrees: BS in Accounting (BYU), BS in Marketing Education (BYU), MA in International Relations (BYU). Minors in Travel/Tourism, Seminary and Institute Instruction, Economics, and History. Work Experience: Corporate Accounting, Small Business Management, Sales, Income Tax Accounting, Office Management, Cooperative Education, CES, Military, Farm Management, and Home Operated Businesses.

Office Hours: Smith 231B. 9:00 AM Daily, or by appointment. (Sign-ups are not necessary, but to avoid waiting, you might want to call before making the effort to come in.) Phone: 496-1427,  E-mail: andersonkc@byui.edu

Text: Understanding Business: By Mickels/McHugh/McHugh 7th Edition

Mission Statement: Students will acquire a greater motivation to study and work in business, while gaining a greater understanding of business and the various opportunities a career in business offers.

Objectives: General Objectives are stated in the “Class Schedule Portion” of this course outline following the beginning reading assignment for each chapter.

General Grading: (Point System)

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Text Reading &amp; Chapter Reading Quizzes (10 pts each):</td>
<td>170</td>
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<tr>
<td>In-class Business Cases &amp; Activities (5 pts per class):</td>
<td>90</td>
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<tr>
<td>Devotional</td>
<td>5</td>
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<tr>
<td>Two Current Events</td>
<td>20</td>
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<td>Finance Problem</td>
<td>20</td>
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<td>Team Teaching Assignment:</td>
<td>20</td>
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<tr>
<td>Team Special Case Studies (2)</td>
<td>40</td>
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<tr>
<td>Job Getting Skills Workshop</td>
<td>20</td>
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<tr>
<td>Phase I Business Plan Development:</td>
<td>75</td>
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<td>Phase II Business Plan Development:</td>
<td>75</td>
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<tr>
<td>Outside Lectures: (Job Fair &amp; Business Summit Events (2))</td>
<td>30</td>
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<tr>
<td>Section Exams (3): 80 points each.</td>
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<td>(Last one taken with the final.)</td>
<td>240</td>
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<tr>
<td>Final – Comprehensive</td>
<td>75</td>
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<td>Total Estimated Points Possible:</td>
<td>880</td>
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Note: Mixture of Assignments & Grades might be changed based on the timely judgment of the instructor.

Grade Percentages: 93.0-100% = A 89.6-92.9 = A- 87.0-89.5 = B+ 83.0 - 86.9 = B 79.6-82.9%=B- 77.0-79.5=C+ 73.0-76.9 = C Etc.
**Block Class Note:** Since this class is a “block class” it will move twice as fast as a regular class. Class periods are doubled and time spent on homework is doubled.

**Class Policies:**

**Homework** - Due at the first of the class or 20% off.

**Make-up** - 20% off 1st offence with one week due period. 40% off 2nd offence with one week due period. 60% off 3rd offence with one week due period. Etc.

**Absences** - Only pre-arranged excused absences are acceptable to be forgiven late homework and no-penalty make-ups. “I won’t make it to class today” messages on the phone or e-mail are not excused absences. Some emergency types of excuses can be given without pre-arranged absences.

**Tardiness** - Please be on time and do not disrupt the class. Grade reduction can result with continued tardiness. (Teacher will give warnings) Class starts at 2:00 PM and ends at 3:45 PM - Please do not get ready to leave until 3:45 PM.

**Class Conduct** - Dress and Honor Code apply at all times. Please comply!

**Exams** - Usually will be conducted in the testing center.

**Other** - Please bring text to class each period. (Required)

**Class Procedure:** Three-minute devotional by student duet. 
(Welcome/Prayer/Motivational non-scriptural thought given to the class.)
(Thought should be typed and handed in to instructor at the end of the devotional.) Devotional team should start the class out on time without instructions or presence of the teacher.

Most classes will include:

--A case video/DVD on the chapter. Notes should be taken.
--Class discussion on the chapter. (Be prepared to respond to oral questions.)
--Class exercise on the chapter. (Individual/Partnerships & Teams)
--Ten-point quiz on the chapter & discussion materials. (Quiz might be any time during the class – be prepared by having read the chapter prior to class.)

**Class Assignment Schedule:** Note: The instructor reserves the right to make timely changes in the class assignment scheduled based on his professional judgment of class needs and current directions/opportunities available in business. Students will be notified in advance by class announcements of material changes in the class schedule.

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignments Due (at the first of class)</th>
<th>Class Activities</th>
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<tbody>
<tr>
<td>March 2nd</td>
<td>None</td>
<td>Orientation &amp; Introductions</td>
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<tr>
<td>Wed.</td>
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<td>March 3rd</td>
<td>Attend three booths at the Job Fair ask questions about job opportunities. Write up a note page of one paragraph per booth visit. Due: on Friday.</td>
<td>Out of Class in the Manwaring West Ball Room from 9 AM till 2 PM</td>
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<td>Thursday</td>
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<tr>
<td>Date</td>
<td>Activity</td>
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| March 4th | Typed Paper (One page double spaced) Entitled: “Why I am majoring in business.” or “Why I am getting a minor in business.” or “My interests in taking this class are…” Include the top three business establishments that you would like to work for and in what career positions.  
Due: Notes on the Job Fair (typed)  
Read: Text P27-P42 Job Getting Skills |
|           | Overview of Business in America. Lecture, Video & Class Activities.  
“Is America #1?”  
Job Readiness - Read Text P27-P41 |
| March 7th  | Read Text Chapter 1 “Managing within the Dynamic Business Environment: Taking Risks and Making Profits”  
Devotional  
Video Case  
Class Discussion  
Quiz |
Bring your scriptures to class!  
Be ready to debate on pure socialism and pure capitalism. Go to www.lds.org and find a past general conference GA statement on some aspect of economics & business. (print in out) Be ready to comment on it in class.  
Devotional & Reading Quiz  
Scripture study and discussion on business with an eternal perspective. “Is Business Good?”  
“Is Business a worldly, materialistic activity or an Eternal proposition?”  
What are some recent topics of concern in business as related in general conference and the leadership of the Church. (last decade)  
The “Great Economic Debate” |
| March 11th | Read Text Chapter 3 Competing in Global Markets.  
Due: Current Event #1 on Global Markets: Steps:  
1. Find & read a current event article involving foreign trade, foreign issues, etc., that you would think would be of interest to the class.  
2. Type up a full one page (two-paragraph) report on the article to report in class. Include the reference of where the article can be found.  
3. First Paragraph: A summary of what was contained in the article.  
   Second Paragraph: A review/reflection of your opinion of what was in the article. Your words!  
Devotional  
Video Case – Take Notes  
Presentation of Current Event Articles on “Global business issues” by class members called at random. Be prepared to present your article to the class in a 2 minute presentation.  
Chapter Quiz |
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<th>Date</th>
<th>Activity</th>
<th>Notes</th>
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| Monday March 14th  | **Read** Chapter 4  
“Demonstrating Ethical Behavior and Social Responsibility”  
**Bring Scriptures to Class** | Devotional & Reading Quiz  
General Case Studies – Local/National  
Team Case Study worked on in class  
Scripture Chase & Discussion on Ethics |
| Wed. March 16th    | **Read** Chapter 5  
Choosing a Form of Business Ownership  
**Due:** Type up on one page (double spaced) a description of a business you would like to start this Spring/Summer to try to earn money for school. | Devotional  
Case Studies on types of businesses etc.  
Class Discussion  
**Phase I Business Plan assignment given out.**  
**Due:** April 8th at the first of class.  
Chapter Quiz |
| Friday March 18th  | NO CLASS - Faculty Retreat                                               | Work on your Phase I Business Plan                                   |
| March 21st Monday  | **Read** Chapter 6  
“Entrepreneurship and Starting a Small Business”                         | Devotional  
Video Case Study  
Case study on starting a summer business.  
Discussion  
Chapter Quiz |
| March 23rd Wednesday| **Review for Exam #1 – Chapter’s 1-6**  
Exam in Testing Center March 23rd-24th                               | Devotional  
Competitive Review Game worth points on Exam                           |
| March 24th Thursday | **Out-of-class Assignment**  
Business Summit Panel & Lectures in Taylor Chapel | Attend a minimum of two events and type up one page of notes per event to be handed in on Friday. |
| March 25th Friday   | **Read** Chapter 7  
“Management, Leadership, and Employee Empowerment”  
**Read:** Talk by Hugh Nibley on Management and Leadership (found on Brother Anderson’s Web Page under “Rel 431 Readings”) | Devotional & Reading Quiz. (Chapter & Talk)  
Video Case Study & Discussion.  
**Project:** Team Case Study: Olive Garden  
**Due:** On Monday 1/31 |
| March 28th Monday  | **Read** Chapter 8  
“Adapting Organizations to Today’s Markets”  
**Due:** Team Case Study “Olive Garden”  
*(Prepare a short two minute presentation on your solutions.)*  
Two Power Point Slides on Mission Statement/Goals/Objectives. | Devotional  
Team Presentations on Olive Garden Solution  
Case Studies  
Discussion on Chapter  
Chapter Quiz |
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<tr>
<th>Date</th>
<th>Activity</th>
<th>Reminders and Notes</th>
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| March 30th Wed. | **Read** Chapter 9  
“Producing World-Class Goods and Services” | Devotional  
Case Studies in Operations Management  
Discussion on Chapter 9  
Chapter Quiz  
Team Formations & Assignments for Class Presentations over Chapters 10-11-12. |
| April 1st | Spring Break                                                               | No School                                                                           |
| April 4th Monday | Read Chapter 10  
“Motivating Employees and Building Self-Managed Teams.”  
First Team Assignments Due. | Devotional  
Over-view of Chapters 10/11/12  
Presentations by teams over Chapter 10  
Take Good Notes for Team Quiz. |
| April 6th Wednesday | Read Chapter 11  
“Human Resource Management: Finding and Keeping the Best Employees”  
**Chapter 11 Team Presentations Due.** | Devotional  
Team Presentations over Chapter 1  
Take good notes.  
Team Quiz over Chapter 11 |
| April 8th Friday | Read Chapter 12  
“Dealing with Employee-Management Issues and Relationships”  
**Chapter 12 Team Presentations Due.**  
**Due:** Phase #1 of Business Plan | Devotional  
Team Presentations over Chapter 12  
Take good notes.  
Team Quiz  
Team Assignment: Team Evaluations of Phase #1 |
| April 11th Monday | Due: Phase 1 Evaluations  
Review Chapters 7-12 | Devotional  
Phase 1 Evaluations Handed Back  
Team Review Game over Chapters 7-12  
Take-home Team Exam over Chapters 7-12 |
| April 13th Wednesday | Read Chapter 13 & 14  
“Marketing Relationships & Developing and Pricing Products and Services”  
**Due:** Self Evaluation of Phase I  
**2nd Current Event Due:** Article on a new product development within the last six months. Same format as the first article. Be prepared to share your article with the class. Award for the most bazaar new product presented to the class. | Devotional  
Discussion on the marketing concept.  
Video Case Studies  
Current Event Presentations  
Quiz over Chapters (Class notes can be used.) |
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<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>April 15th</td>
<td><strong>Read</strong> Chapter 15 “Distributing Products Quickly and Efficiently”</td>
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<td>Devotional - Reading Quiz (Individual)</td>
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<td>Video Cases &amp; Class Discussion</td>
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<td><strong>Phase II Assignment given out.</strong> (Due the last day of class.)</td>
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<td>Chapter Quiz</td>
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<td>April 18th</td>
<td><strong>Read</strong> Chapter 16 “Today’s Promotional Techniques”</td>
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<td>Monday</td>
<td>Devotional - Reading Quiz</td>
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<td>Case Studies in Promotion – Eastern Idaho</td>
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<td>“Forever Young” Team Promotional Project</td>
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<td>(Due next Wednesday 1/23)</td>
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<td>April 20th</td>
<td><strong>Read</strong> Chapter 18 “Understanding Financial Information and Accounting”</td>
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<td>Wed.</td>
<td>Devotional</td>
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<td>Forever Young Contest (1st of class)</td>
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<td>Begin Accounting Mini-Project (20 pts)</td>
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<td>Discussion on accounting and the accounting cycle in business.</td>
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<td>Feb 22nd</td>
<td><strong>Read</strong> Chapter 19 &amp; 20 “Managing Financial Resources &amp; Understanding Investment Opportunities”</td>
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<td>Friday</td>
<td>Devotional</td>
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<td>Quiz on Accounting</td>
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<td>Discussion on Business Finance and Investments</td>
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<td>Video Cases on Security Markets</td>
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<td><strong>Final Exam in Testing Center (objective multiple choice questions and true/false)</strong></td>
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<td>April 21st-22nd</td>
<td><strong>Notice #1:</strong> Brigham Young University-Idaho is committed to providing a working and learning atmosphere which reasonable accommodates qualified persons with disabilities. If you have any disability which may impair your ability to complete this course successfully, please contact the Service for Students with Disabilities Office, 496-1158. Reasonable academic accommodations are reviewed for all students who have qualified documented disabilities. Services are coordinated with the student and instructor by this office. If you need assistance or if you feel you have been unlawfully discriminated against on the basis of disability, you may seek resolution through established grievance policy and procedures. You should contact the Personnel Office at 496-1130.</td>
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