



Course: BUS-1010 Introduction to Business Organizations

Period: Fall 2011

Course Location: Mexico City Campus

Class Time: Thursday 12:00-15:00

Instructor: Dr. David A. Hawkyard

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Grading: Letter

Units: 3

I. Rationale

This course is one of the first in the study program, which implies that it is more about familiarizing the student with the fundamentals of business organizations rather than integrating, applying, and evaluating knowledge already learned in previous business courses. In order to succeed in more-advanced courses, students must have a solid foundation in the basic concepts. This course is designed for students who intend to be managers with the authority and personal inspiration to translate organizational strategy into effective operational performance.

“Alliant International University educates citizens of the world, ensuring the acquisition of knowledge and competencies that are essential to live, lead, and solve problems in a global society.”

Alliant’s Mission Statement

Alliant International University prepares students for professional careers of service and leadership, and promotes the discovery and application of knowledge to improve the lives of people in diverse cultures and communities around the world.

Alliant is committed to excellence in four areas:

1. Education for Professional Practice

Alliant’s educational programs are designed to give students the knowledge, skills and ethical values they need to serve and lead effectively in a variety of professional settings. Alliant graduates are expected to achieve mastery of a body of knowledge and be able to apply that knowledge in professional practice in order to achieve desired and beneficial outcomes.

2. Scholarship

Scholarship in the Alliant context includes the discovery of new knowledge; the discovery of new applications of knowledge to solve practical problems; the integration of knowledge in new ways; and innovation in teaching knowledge and professional competencies.



3. Multicultural and International Competence

Alliant is an inclusive institution committed to serving diverse populations around the world by preparing professionals to work effectively across cultural and national boundaries; by increasing the number of professionals working in underserved areas; and by understanding and responding to the needs of diverse communities.

4. Community Engagement

Alliant's faculty, students, alumni and staff are dedicated to making a positive difference in the world through professional education and practice. We measure the success of our university in part by the impact we have, both directly and indirectly, on the welfare of individuals, families, organizations and communities.



CALENDAR FALL 2011

FALL SEMESTER 2011

Aug. 1 Monday: Last day to register for Fall Semester without paying a late fee

Aug. 22-27 Monday – Saturday: New student orientation -- Attendance is mandatory for new students

Aug. 29 Monday: Instruction begins for Fall Semester [full-term (16-week) and Session 1 (8-week) courses]

Sept. 13 Tuesday: Add/Drop Deadline for Fall Semester full-term courses. Last day to drop a full-term course for 100% refund

Friday, September 16-- Mexican Independence Holiday—NO CLASSES

Sept. 23 Friday: Last day to withdraw from Fall Semester Session 1 courses in good standing

Oct. 21 Friday: Last day to withdraw from Fall Semester full-term courses in good standing

Oct. 22 Saturday: *Alliant Makes A Difference Day*

Oct. 23 Sunday: Last day of Fall Session 1 courses

Oct. 24 Monday: Instruction begins for Fall Semester Session 2 (8-week) courses

Wednesday, NOVEMBER 2 –Día de los Muertos Holiday—NO CLASSES

Nov. 4 Friday: Fall Semester Session 1 grades due to Registrar's Office

Nov. 18 Friday: Last day to withdraw from Fall Semester Session 2 courses in good standing. Fall Semester Session 1 grades available on-line

Monday, November 21 --Mexican Revolution Holiday—NO CLASSES

Nov. 28 Monday: Registration for Spring Semester begins

Dec. 11 Sunday: Last day of Fall Semester full-term courses

Dec. 12-18 Monday – Sunday: Final Examinations; make up classes (in case of holidays, etc.); semester-end activities

Dec. 18 Sunday: Last day of Fall Semester Session 2 courses

Dec. 26 Monday: Last day to register for Spring Semester without paying a late fee

Jan. 6 Friday: Fall Semester full-term and Session 2 grades due to Registrar's Office

Jan. 13 Friday: Fall Semester grades available on-line

ALLIANT INTERNATIONAL UNIVERSITY—MEXICO CITY 2012

SPRING SEMESTER 2012

Jan. 17 -20 Tuesday – Friday: New student orientation/Attendance is mandatory for new students

Jan. 23 Monday: Instruction begins for Spring Semester [full-term (16-week) and Session 1 (8-week) courses]

Feb. 6 Monday: Add/Drop Deadline for Spring Semester full-term courses. Last day to add or drop a full-term course without late fee. Last day to drop a full-term course for 100% refund

II. Course Description, Purpose, Student Learning Outcomes, and Assessment

A. Course Description

The course provides beginning-level business students with an opportunity to learn the fundamental theories and concepts which will be studied in more detail throughout the course of their program of study. Thus, a significant amount of course time will be dedicated to the fundamentals of the theory of business administration, this with the intention of giving students a solid foundation in the basic concepts. In addition, participants may have - to be decided - the opportunity to work individually or as members of small teams, to investigate a current business situation and to produce a comprehensive, professionally crafted research project.

B. Purpose of the Course

The purpose of the course is to introduce students to the fundamentals of business organizations and business administration, including understanding how the economic, legal, and technological environments affect a firm; the importance of entrepreneurship; human resource management; the role of marketing within a firm; determining the most efficient management of working capital; risk management; among other topics.

C. Learning Outcomes:

The generic learning outcomes for a degree in business are:

1. **Concepts** – Demonstrate an understanding of international business history, contexts, concepts, actors, and ideas.
2. **Multiculturalism and Global Diversity** – Demonstrate appreciation for multiculturalism and global diversity.
3. **Critical analysis** – Demonstrate competent critical, analytical, and independent thinking.
4. **Collaborative Problem-Solving and Communication** – Demonstrate ability to understand others and problem-solve in a collaborative manner, and demonstrate competence in oral and written communication as it relates to business.

In addition, upon successful completion of this particular course, students will be able to:

1. Describe the role of business organizations within an economy and a society.

2. Understand the economic environment and its effect on a firm's competitive strategy. Likewise, students will be able to understand the various economic systems, especially as these influence the social development and prosperity of a nation.
3. Recognize the most important internal and external influences on an organization's strategy.
4. Appreciate the intricacies of competing in global markets.
5. Apply ethical principles to dilemmas faced by decision makers.
6. Analyze strategies a firm may implement to increase its chain of value.
7. Develop a conceptual understanding of the elements of organizational structure and change in support of strategy implementation.
8. Understand how operations management may improve the competitive capacity of a firm.
9. Develop a conceptual understanding of the theories related to human resource management.
10. Recognize the importance of the marketing area within a firm, especially as this relates to developing new products, introducing these to the market, establishing pricing strategies, and developing brand equity.
11. Develop strategies to manage financial resources in the most efficient and profitable manner.
12. Understand the role of financial institutions and the Federal Reserve System within the American economy.
13. Develop analytical and other professional skills, especially critical thinking.

D. Instructional Strategy

The format of this course will be primarily class discussion, student presentations, and lectures, but may also include group work and other activities.

E. Description of Course Requirements and Assessment Methods

Class participation and discussions, reading assignments, written assignments, speeches, and the writing up of outlines and notes for presentations.

Assessment Methods: The final grade will be determined by two written midterm exams, a final exam which will consist of writing a research project, and three papers. Students will be evaluated on the content – not the cosmetics – of their work, with particular attention given to the capacity for analytical thought and the creativity of their proposals. Class participation and discussions are strongly encouraged, as these contribute to the student’s learning.

Principal Rubrics:

1. Written Examinations: Two written midterm examinations will be required; these will cover the theory studied in class. The questions will evaluate the student’s capacity to successfully demonstrate the expected learning outcomes. Each exam is worth 20% of the final grade.

2. Research Paper: The final examination will constitute 30% of the final grade and will consist of a written research paper. The topic is open but must be registered in writing no later than September 22. This must contain: a Title Page; Abstract; Table of Contents; Lists of Tables and/or Figures, if any; Introduction; Methodology; Body, including the Findings or Results; Footnotes; Conclusions/Recommendations; Bibliography or Works Cited; and Appendices, if any.

Students are encouraged to submit drafts of their project for consultation, although it is not a course requirement. This research paper is not a doctoral dissertation, but must be of the caliber worthy of an Alliant student. Students are strongly discouraged from using Internet sources.

3. Papers: Students will be required to present three papers, each worth 10% of the final grade. These will be graded following the same criteria as the research project.

APA style is the University’s adopted style manual for all courses. Students should consult the 5th edition of the *Publication Manual of the American Psychological Association* (2001) for more information, available at www.apastyle.org. Further references are available by website for OWL Publishing at Purdue University. The website address for accessing the research report link at Owl Publishing is:

<http://owl.english.purdue.edu/workshops/hypertext/reportW/introduction.html> under: “Writing Lab” – “Workshops and Presentations” – “Reports” - “Understanding the Sections of Your Report.”

General Format Structure of the Papers and the Research Report

These must be written in Ariel font, double spaced, 11 points. For other specific information regarding, for example, pagination protocol, students are advised to consult the aforementioned source.

Front Material

Front material includes a Title page, Abstract, Table of Contents, List of Tables, (if applicable), and a List of Figures, (if applicable).

Introduction

The introduction provides essential information for the understanding of the case (who, what, where, when, why, and how). It sets the scene as well as the specific context for the detailed analysis which follows in the body of the report. It also identifies the key issues to be discussed, and points the reader in the general direction the report is to follow.

Methodology

In accordance with Appendix 1 (p.295), the case report must include the following: internal analysis (including financial analysis), strategic issues, strategic alternatives, recommendations, and implementation.

Back Material

Back material includes Footnotes or Endnotes, (unless it has been decided by the choice of format style to incorporate the reference sources in the text or body of the report), Bibliography or Works Cited (alphabetical order), and Appendices (optional), e.g., glossary, indices, maps, photographs, correspondence, etc.

Bibliography or Works Cited

Appendices

Appendices are optional, but this category includes everything that is not included in the primary sections of the report, and the heading must be used if information is included in the back of the report.

Research Paper scoring rubric:

Grammar and Punctuation	The paper has no major grammatical and punctuation errors and very few minor errors. Minor errors do not interfere with the understanding of the paper. (5 pts)	The paper has a few major errors and multiple minor errors, but almost all sentences are clear and understandable. (4 pts)	The paper has so many basic grammar errors that the paper cannot be readily understood. (0 pts)
Style of paper	Presentation style assured real learning by reader and engaged the reader. (5 pts)	Presentation style was adequate to advance reader learning. (4 ps)	Style of paper was confusing to reader. (0 pts)
Presentation of research and	Presentation was engaging for classmates.	Presentation was interesting but	Presentation lacked clarity and

design to class	(5 pts)	lacked clarity and explanation. (4 pts)	was not engaging of fellow students in the class. (0 pts)
Adherence to APA style	Paper demonstrated full adherence to APA style. (5 pts)	Paper demonstrated partial adherence to APA style. (3 pts)	Paper failed to utilize APA style. (0 pts)
Organization	Writing is clear, logical, and very organized around a developed thesis. (25 pts)	Writing has minimal organization and a basic thesis statement. (15 pts)	The paper is unclear with no organization. (0 pts)
Support	Every important point is clearly supported by strong evidence. (25 pts)	The use of evidence is minimal, but it does support the thesis. (15 pts)	The paper does not attempt to support a thesis. (0 pts)
Analysis	Analysis shows a strong relationship between evidence and thesis. (30 pts)	Analysis of the evidence stretches its meaning in an attempt to support the thesis. (20 pts)	The paper does not attempt to explain how the content relates to the thesis. (0 pts)

Evaluation and grading:

1 st Midterm Exam	20%
2 nd Midterm Exam	20%
Research Project	30%
Case Studies	30% (10% each)

Final Grade Rubric:

Final Percentage Points	Final Letter Grade
95 - 100	A
93 - 94	A-
91 - 92	B+
88 - 90	B
86 - 87	B-
84 - 85	C+
81 - 83	C
79 - 80	C-



77 - 78	D+
74 - 76	D
72 - 73	D-
0 - 71	F

III. Texts

Understanding Business, 8th edition
William G. Nickels
McGraw Hill
ISBN: 978-0-07-110136-3

Students are also encouraged to read periodicals related to business, such as *The Economist* and *Business Week*.

IV. Policies and Procedures:

1. Policies Related To Class Attendance, Lateness, Missed Exams or Assignments

The University expects regular class attendance by all students. Each student is responsible for all academic work missed during absences. When an absence is necessary, students should contact the instructor as courtesy and to check for assignments. See the University Catalog for the complete policy on attendance. Attendance criteria for this class are: 80% attendance required; students may enter up to 15 minutes after the scheduled start of classes; no late assignments will be accepted.

2. Information on Participation/types of participation required by the course

The instructor requires that each student participate as much as possible in the classroom, based on previous experiences and knowledge pertinent to the class, and on related preparation previously completed as part of homework.

3. Instructor Assumptions

It is the wish of the instructor to have the content and practices used in this course as up-to-date and relevant to real-world situations as possible. Thus, the instructor assumes that students will have completed the required readings before coming to class.

Students are always welcome to discuss this course or other academic issues with the instructor during office hours. The instructor will also be happy to make an appointment for another time if office hours are not convenient. Students should not hesitate to ask if they have any questions or problems.

4. Responsibility to Keep Copies



Students are expected to retain a photocopy of ALL major assignments/papers that they submit.

5. Respectful Speech and Actions

Alliant International University, by mission and practice, is committed to fair and respectful consideration of all members of our community, and the greater communities surrounding us. All members of the University must treat one another as they would wish to be treated themselves, with dignity and concern.

As an institution of higher education, Alliant International University has the obligation to combat racism, sexism, and other forms of bias and to provide an equal educational opportunity. Professional codes of ethics (e.g., from the APA for psychology students) and the Academic Code shall be the guiding principles in dealing with speech or actions that, when considered objectively, are abusive and insulting.

6. Academic Code of Conduct and Ethics

The University is committed to principles of scholastic honesty. Its members are expected to abide by ethical standards both in their conduct and in their exercise of responsibility towards other members of the community. Each student's conduct is expected to be in accordance with the standards of the University. ***The complete Academic Code, which covers acts of misconduct, including assistance during examination, fabrication of data, plagiarism, unauthorized collaboration, and assisting other students in acts of misconduct, among others, may be found in the University Catalog.*** The University reserves the right to use plagiarism detection software.

7. Disability Accommodations Request

If you need disability-related accommodations in this class, please see the instructor privately. All accommodations must be requested in a timely manner (at least two weeks ahead of time) with a letter of support for Alliant's Office of Disability Services. If you have questions about accommodations, please contact Ms. Vania Quiroz or the Office of Disability Services.

8. Policy on Course Requirements During Religious Holidays

Alliant International University does not officially observe any religious holidays. However, in keeping with the institution's commitment to issues of cultural diversity as well as humanitarian considerations, faculty are encouraged to appreciate students' religious observances by not penalizing them when they are absent from classes on holy days. Alliant International University faculty will be sensitive to these matters. Students should be similarly respectful of faculty members' right to observe religious days.

9. Resources for Obtaining Tutoring or Other Student Support Services



Tutors are available to help students with course-based or exam-based needs. Contact the Director of Student Support Services for information on obtaining tutoring – or other student support services – on your campus.

10. Problem Solving Resources

If problems arise with faculty, other students, staff, or student support services, students should use the University Problem Solving Procedures located on the web at http://www.alliant.edu/academic/studentproblemsolving/Student_Grievance_Policy.pdf or contact the University Ombudsperson at jlewis@alliant.edu.

V. Course Schedule

Reminder that the Syllabus is Subject to Change

The following is the general structure and content of the course. Students should remember that the exact content and schedule of the syllabus is subject to change without prior notice to meet student, faculty, or other needs. We may spend more time on some topics as needed, and conversely, may move more quickly over other topics.

Sep 01 Introduction to the course

Sep 08 Nickels, chaps. 1-2

Sep 15 Nickels, chaps. 3-4

Sep 22 Nickels, chaps. 5-6

Paper #1: Select one of the following topics: (a) Governments in developed nations should not allow transnational corporations to export jobs to lesser developed countries. Do you agree? or (b) There exists a strong and direct correlation between the degree of economic freedom and the degree of political freedom; both must go hand in hand. Does the evidence support this?

Sep 29 Nickels, chaps. 7-8

Oct 06 Nickels, chaps. 9-10

Oct 13 1st Midterm Exam

Oct 20 Nickels, chaps. 11-12

Paper #2: Select one of the following topics: (a) The most effective way to *motivate* an employees is with the threat of punishment. Does the evidence support this? or (2) As a condition for employment firms should have the right to test employees and prospective employees for substance abuse. What does experience tell us?

Oct 27 Nickels, chaps. 13-14

Nov 03 Nickels, chaps. 15-16

Nov 10 Nickels, chaps. 17-18

Nov 17 Nickels, chaps. 17-18

Paper #3: Select one of the following: (a) Creating brand loyalty is a hopeless effort, as consumers will tend to purchase goods on the basis of low price, not brand name. Do the facts confirm this? or (b) Fully describe and analyze one key economic indicator, including *why* it is important to consider and *what* information is derived from it.

Nov 24 Nickels, chaps. 19-20

Dec 01 2nd Midterm Exam

Dec 08 Research Projects are Due

Dec 15 Review of 2nd Midterm Exam



Appendix: Alliant Mission, Values, Professional Practices and Competencies

A. Alliant Mission

Description: Alliant's mission is:

Alliant International University prepares students for professional careers of service and leadership, and promotes the discovery and application of knowledge to improve the lives of people in diverse cultures and communities around the world.

Purpose: The purpose of this anchor is to ensure that the Program fits within the University and School mission and vision.

B. Alliant Core Values

Description: The Alliant Core Values are Integrity, Intellectual Advancement, Diversity, Social Responsibility, Innovation, Stewardship, Partnership and Collaboration.

Purpose: The purpose of this anchor is to ensure that Alliant's Programs are planning and operating in accordance with Alliant's Core Values.

C. Alliant Professional Practice University Components of Excellence from the Mission

Description: The four components of a professional practice university explained in Alliant's mission are:

- Education for Professional Practice
- Scholarship
- Multicultural and International Competence
- Community Engagement

Purpose: The purpose of this anchor is to ensure that the 4 components of Alliant as a professional practice university are incorporated into the Programs.

D. Professional Practice Competencies

Description: The Alliant Professional Practice Competencies (A-IMPACT) are:

- A discipline-specific body of knowledge and research/scholarship
- Insight into the context of practice
- Multicultural/International competence
- Professional literacies
- Application of knowledge and research in new ways
- Conduct, judgment, dispositions and ethics
- Team-based and multidisciplinary approaches

Purpose: The purpose of this anchor is to ensure that the competencies are part of all Alliant's Programs (at an appropriate level) and thus become a hallmark of an Alliant Program.