

School of Business Mission Statement
A Bridge Connecting Students to the Future

- Integrating competency based business education
- Engaging a diverse, globalized society
- Utilizing technologies that improve learning
- Exemplifying lives of service
- Fostering faculty development and intellectual contributions

BUSA 201- 02
Value Creation in the Global Environment

Monday, Wednesday 1:45 – 3:30 PM
MCLT 137

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Office hours
Before or after class, or by appointment.

COURSE DESCRIPTION:

Understanding business economic value creating activities and the demands of stakeholders in competitive markets and the global environment

PURPOSE:

Business has become the primary form of organized economic activity across the globe. Our purpose is to introduce you to the nature of business organizations, their interactions via markets with consumers, many kinds of customers, and each other in the context of a global economy. In addition, we need to understand the many stakeholders whose demands must be met by business organizations and the many roles in business that may be career opportunities for you.

COURSE OBJECTIVES

- Students will understand the nature of a business organization and its many challenges. *This learning will be evidenced by the quality of your team term projects and your individual questions posted for discussion.*
- Students will appreciate the various disciplines necessary for the effective management of economic organizations. *This learning will be demonstrated by addressing these topics in the team term project.*
- Students will reflect on their goals and potential careers in business and produce an initial Digital Media Portfolio. *This learning will be demonstrated in your posted Digital Media Portfolio.*

STUDENT DIGITAL MEDIA PORTFOLIO**Portfolio Insert:**

Beginning with the spring 2005 semester, all School of Business graduates will be required to complete a digital portfolio of their work. Note: Those who declared majors prior to the 2003/2004 academic year are exempt from this requirement. A digital portfolio offers students an opportunity to document their academic achievements in the competency and knowledge areas identified in the School of Business objectives. Students who have carefully developed career goals are better able to use their portfolio evidence make a persuasive case with potential employers. The Business School Faculty has decided to devote 25% of this course to get you started in developing and building your individual student DMP.

Your Digital Media Portfolio will be a record of your work, accomplishments, reflections, and team products over the course of your education at PLU. It should reflect who you were and who you have become over the years. It is a way to create and document your own story. <http://www.plubusa.org/portfoliosubmission/index.php>. Follow this link for more detailed instructions.

REQUIRED TEXTS:

Gitman, Lawrence & McDaniel, Carl *The Future of Business: Essentials* Thomson/Southwestern Mason, OH 2008 (paperback)

Drucker, Peter F. *The Essential Drucker*, New York: Harper Business 2001 (paperback)

Wall Street Journal – only one copy per team is necessary

The Goal – Goldratt, Eli, North River Press

Case - 9A92J002 Unique Senior Services written by Lisa L. Melnychyn , John F. Graham Ivey Publishing, copies will be provided in class

Plus any additional readings posted on Sakai

PERFORMANCE EVALUATION**A. Attendance**

Your grades will depend on many elements of the course. Most important, show up in class. Absences from class will cost dearly just like missing work.

There are **27** effective class sessions. Each session is about 4% of the course. The table shows point losses for absences. The potential lost points can strongly affect the grade as is shown in the table below. The point penalties are as follows:

Absences	% course time lost	Points lost
1	4%	40
2	8%	80
3	12%	120
4	16%	Withdraw from Class

Note: Good reasons to miss class do not reduce the penalties. Please see me if you believe you have an extraordinary reason that missing class would be excusable. **I am serious about withdrawing from the class.**

Note: Attendance on the final day of class is mandatory. **Failure to show up on the last day of class will earn you an "E" for the semester.**

B. Assignments

SAKAI is the PLU course management software. Each student will have access to the SAKAI program. I will post this syllabus, course schedule, course policies and other documents on SAKAI under **Resources**. In addition, the feedback on your assignments will be returned in **your** SAKAI assignment folder. That feedback will include your grade and my comments.

Note that you must use your PLU user-id and password to get into SAKAI. If you have not activated your PLU email account, you will not be able to access SAKAI. **You are responsible for effectively using SAKAI in this course. If you have a problem, help is available at the Multi-Media Lab in Morken.**

I. Team Term Project – Unique Senior Services/Organic Store 500 points

Your team assigned to developing a business plan for opening a Senior Services business in a location of your choice. This will be operated in accordance with that company's principles and brand. Alternatively this semester we will have the opportunity to work directly with a small business entrepreneur to develop a business plan for an organic store. You will have to deal with all aspects of the business including marketing, operations, finances, and accounting.

This is the major assignment in the course. The three milestones for the team assignment are in the Course Schedule. Each team will present their work at each of the milestone sessions of the course. **Be Prepared.**

The team term project will be submitted both electronically on Sakai and in hard copy on the final day of the class.

II. Individual Assignments

i. Reflection Paper - 200 points

The assignment is to reflect upon why you want a career in business (for-profit or non-profit organizations) and what kind of business career would you like to have. You are to base your essay on what you learn from the essays in *The Essential Drucker*. You are free to use any essays, texts, or reference materials **in addition** to the Drucker essays.

Reflect upon the following questions:

- Why am I seeking a career in business or other profession?
- What kind of role do I seek as my career in business or other profession?
- What do I believe I can contribute to society in that role?

The following Drucker essays should be read and referenced for your reflection paper:

Section II The Individual Essays: 15, 16, and 22. **There will be a minimum of five citations from these Drucker essays.**

Papers without references to the assigned Drucker essays will be returned ungraded.

If you intend a career in another area, do the assignment around that choice. Drucker will still be relevant and must be cited.

Note: Good resources for this paper are the Prologue in the textbook and their companion website

<http://www.thomsonedu.com/introbusiness/gitman>

Papers must be posted in the assignment area on Sakai by the Due Date and time. No hard copy submissions will be accepted.

ii. Digital Media Portfolio - 100 points

Each student will be graded on the quality of his or her Digital Media Portfolios. **See specific Digital Media Portfolio instruction on SAKAI that includes the grading criteria.** Each of your web sites will be evaluated according to the criteria specified in the DMP instruction. I will be looking up your DMP in the PLU student directory. **If it is not accessible, it will be graded as a zero.** Therefore, check to see that your DMP is accessible.

Note: The DMP is a requirement for passing the course!

iii. Course Discussion Questions - 200 points

Part of your participation grade will be based on questions you post for each class session. Each of you is to post **20** questions about the text materials to be discussed in class. There will be a folder in SAKAI for each class session in which you will post your questions. **These questions must be supported by current information from the Wall Street Journal. No one is to post more than 2 questions in a single class session.**

They will be collected and become part of the class discussion. They will be evaluated for relevance and evidence that you thought about the text and applied the text to your reading of the WSJ.

They will be logged into your grade book after each session. Track your own log. You have **one week** to complain about errors in the grade book. Only 2 questions will be counted per class session and **no late questions** will be counted. The discussion forums are set to close at the due time. **Questions Due: Monday and Wednesday 8:00 AM.**

C. Participation

Participation in class discussions is an integral part of the learning experience for you and your fellow students. Participation is defined as your involvement in all aspects of classroom activities including your level of daily preparation, your ability to add value to the discussion and your overall professionalism. Participation is also teamwork.

Business is about the many people working together to produce valued economic results. To succeed in the world of business, individuals must develop skills in collaborating and cooperating with persons from a variety of backgrounds and professions. Throughout your career, you will often find yourself a member of one or more work teams, task forces, work groups, and other more or less permanent cooperative work groups.

To help you become both comfortable and productive in these situations, your university business education will require your membership in student teams. That will be the case in most of your courses. Responses from employers and alumni continue to indicate that team projects are one of the strengths of our academic program.

The first day of class, teams will be formed of 4 students each. The team will work together all semester. You will select your own teams. There are times when team projects do not work well because of personal chemistry, incompatible work habits, laziness on the part of one or more team members, or whatever. Any team has the right to fire a member who is uncooperative, although that action should be a last resort only after appropriate negotiations have failed to resolve the difficulty. If your team is experiencing problems, PLEASE report the situation to me BEFORE you get to the "breaking point". I cannot force you to cooperate if you don't want to, but I do insist that major problems be reported to me immediately simple to ensure that I know what is going on. In the event of a "firing", the "firee" will complete the entire project alone. I realize that means starting over again, no matter how far through the semester we are. Consequently, there are significant incentives for cooperation and learning to work together. Welcome to the real world. We seldom get to choose our professional colleagues and we may well wind up working with folks who are irritating or downright nasty.

Expectations Regarding Written Material

All written assignments are due on the appointed day before the start of class. Assignments will be submitted through the Sakai system. **It is your responsibility to ensure the items are placed in the appropriate area of Sakai. If you have any questions, please ask. If the materials are not in the correct area, they will be graded as not being turned in.**

All of the conventions of good professional writing (grammar, spelling, punctuation, syntax) consistent with the APA style and your ability to express your thoughts clearly and concisely will be considered in determining grades on written work.

Please observe the following guidelines in preparing written work:

- Please 1.5 space all text material; Font size = 10 pts Calibri; Margins are 0.5 inch all around
- Please be brief and concise, while still providing a thorough discussion of relevant issues.
- Please number your pages (all of them, including any attachments).
- All references will appear in a properly formatted reference list.

Late Submissions – All late papers, exams, or reports will suffer a penalty of one full letter grade per class session missed. **Please note that the submissions to Sakai and the Team Discussion Forums are all automatically dated including time.** Late discussion questions will not be graded.

LAPTOP COMPUTERS/Cell Phones

Your laptop computers and all cell phones will be **turned off** during class sessions. If you claim to be using them to take notes, you will forward to me each day a copy of the notes you have taken.

Of course, when you are scheduled to make presentations, you may use the laptops for your PowerPoint slides and connect them to the projector via the console.

The following aspects of the course will be graded, with the weighting as noted:

Individual

Reflection Paper	200
Posted Questions	200
Digital Media Portfolio	100

Team – Senior Services Project – 500 points

Class presentations	
Strategy Plan	50
Business Plan	100
Final Project Presentation	200
Written report	150

Course Total **1000**

Grades are not given, they are earned. I do not “curve” in grading. Based on the points you earn this semester will be converted to a letter grade at the end of the semester according to the following scale:

A	950 to 1000
A-	900 to 949
B+	850 to 899
B	800 to 849
B-	750 to 799
C+	700 to 749
C	650 to 699
C-	600 to 649
D+	550 to 599

Grading is based upon individual and group assignments. Letter grades are assigned to students along following basic guidelines. In accordance with the School of Business Administration standards, letter grades have the following meaning:

- A--Outstanding performance - the student should display a mastery of the basic materials of the course and perceive most of the subtleties inherent in the materials.
- B--Good performance - the student should display a good knowledge of the basic materials of the course and perceive some of the subtleties inherent in the materials.
- C--Acceptable performance - the student should display a working knowledge of the basic materials.
- D--Poor performance - the student is lacking in knowledge of some of the basic materials in the course.
- E--Unacceptable performance - the student has displayed gross deficiencies in knowledge of the basic materials in the course.

STUDENT EVALUATIONS of the INSTRUCTOR

In the School of Business Administration, student evaluations play an important role. Students will be asked to evaluate the course and the instructors at the end of the semester. However, in order to help improve the learning experience for you and your fellow students, please provide constructive or critical comments at any time during the semester.

DISABILITIES STATEMENT

If you need course adaptation or accommodations because of a disability, if you have emergency medical information to share with me, or if you need other special arrangements, please make an appointment with me as soon as possible. If you have questions concerning the services available for special needs at PLU, please contact the SSD Office at Ramstad 106 or call x7206.

ACADEMIC HONESTY STATEMENT

Both the value and the success of any academic activity, as well as the entire academic enterprise, have depended for centuries on the fundamental principle of absolute honesty. The university expects its entire faculty and students to honor this principle scrupulously.

Since academic dishonesty is a serious breach of the universally recognized code of academic ethics, it is every faculty member's obligation to impose appropriate sanctions for any demonstrable instance of such misconduct on the part of a student.

The university's policy on academic integrity and its procedures for dealing with academic misconduct are detailed in the *Student Handbook*.

BUSA 201- 01 COURSE SCHEDULE

	Day	Date	TOPICS	READING	ASSIGNMENTS ⁸
1	M	Feb 9	Introduction to each other and the course Explain assignments, expectations	Syllabus	Read the syllabus, Senior Services Case Instruction The DMP Instruction Form teams of 4
2	W	Feb11	What is Business? Understanding Economic Systems and Business <i>The Purpose and Objectives of a Business</i>	Business Ch 1 Drucker Ch.3	
3	M	Feb 16	NO CLASS		
4	W	Feb 18	Introduction to semester project	Guest – Sung Ye Park	
5	M	Feb 23	Entrepreneurship; Starting and Managing your own Business	Business Ch 5 Drucker 11	Post your Questions (2) on Sakai
6	W	Feb 25	Library Resources Available to you	Business Ch 4 Drucker Ch 10	Meet at the Library classroom Post your Questions (2) on Sakai
7	M	March 2	Do you understand this assignment? Class discussion on the term project. Forms of Business Ownership	Senior Services Organic Store Tacoma Art Place Bike shop Bakery Case Instruction	Bring your questions to class
8	W	March 4	Introduction to Employees Motivating Employees	Business Ch. 9 Film Clockwork	Post your Question on Sakai
9	M	March 9	Management and Leadership What is management's role? Dr. Catherine Pratt – Management Professor	Business Ch 6 Drucker Ch 1, Ch 2	Post your Questions (2) on Sakai
10	W	March 11	Managing Human Resources Picking People, The Basic Rules	Drucker Ch 9	Post your Questions (2) on Sakai
11	M	March 16	Learn how to build Digital Media Portfolio	Media Center Staff	Study the DMP Assignment Sakai: Resources
12	W	March 18	Designing Organizational Structures	Business Ch 7 Drucker Ch 8	Post your Questions (2) on Sakai
13	M	March 23	NO CLASS		
14	W	March 25	NO CLASS		
15	M	March 30	Critical Thinking tools to resolve conflict		Reflection Paper Due

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16	W	April 1	Introduction to critical thinking tools		
17	M	April 6	Marketing Strategies <i>Welcome to the Cultural Economy</i> Distribution and Customer Relations <i>Dr. SvenTuzovic – Marketing Professor</i>	Business Ch 12 Drucker Ch 19	Post your Questions (2) on Sakai
18	W	April 8	Strategic Plan Presentations	Be Prepared! 10 minutes per team	Post Strategic Plan on Sakai
19	M	April 13	Managing the Firm’s Finances	Business Ch14	Post your Question on Sakai
20	W	April 15	Financial Information and Accounting <i>Dr. Gerry Meyers – Accounting Professor</i>	Be Prepared! 10 minutes per team	Post Business Plan on Sakai
21	M	April 20	Understanding Money and Financial Institutions <i>Dr. Fred Wolf – Finance Professor</i>	Business Ch 15	Post your Questions on Sakai
22	W	April 22	Business Plan Presentations	Business Ch 16	Post your Questions on Sakai
23	M	April 27	Introduction to Operations	Business Ch 10	Post your Questions on Sakai
24	W	April 29	Achieving World Class Operations Management	The Goal	Post your Questions on Sakai
25	M	May 4	Managing Information Competing in the Global Marketplace	Business Ch 13	Post your Questions on Sakai
26	W	May 6	Sociotechnical system approach <i>Dr. Eli Berniker – Operations Professor</i>	Business Ch 3	Post your Questions on Sakai
27	M	May 11	DMP Review Session	Tell us about your DMP	Post your DMP on PLU Student Directory
28	W	May 13	Ethical Decisions and Social responsibility in Business	Business Ch 2	Post your Questions on Sakai
29	T	May 19 1:00 – 2:50 pm	PRESENTATION OF YOUR FINAL REPORTS Final Exam for Course – Attendance Mandatory		Each team will have 15 minutes Post on Sakai