



Fermanian School of Business

BUS 1000 - Introduction to Business and Systems

Section 1&2

3 Units

Spring 2021

<b>Meeting days:</b> M/W	<b>Instructor title and name:</b> Nick Wolf
<b>Meeting times:</b> Section 1 10:55-12:10 Section 2 1:20-2:35	<b>Phone:</b> 949-294-1529
<b>Meeting location:</b> FSB 102	<b>E-mail:</b> nickwolf@pointloma.edu
<b>Final Exam:</b> Monday June 7 <i>online</i>	<b>Office location and hours:</b> FSB 142 T,Th 8am-3pm, Via Zoom
<b>Additional info:</b>	<b>Additional info:</b>

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character – Professionalism – Excellence – Relationships – Commitment - Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

This course provides a foundation for making good business decisions from a Christian perspective, focusing on more than the bottom line. Topics include forms of business ownership, management, marketing, accounting, finance, and information systems. An emphasis is placed on career and calling within business.

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## COURSE LEARNING OUTCOMES

Upon completion of this course, students will be able to:

1. Exhibit knowledge of the foundations of business including business ownership, Management, Marketing, Finance, Accounting and Information Systems (PLO 1, A1, C1, D1, E1 & F1).
2. Demonstrate effective oral and written business communication (PLO 3).
3. Recognize ethical values as they pertain to business (PLO 4).
4. Demonstrate effective teamwork and collaboration (PLO 5).
5. Identify and analyze potential career options in business and develop a better understanding of self and personal calling (PLO 1).
6. Exhibit and apply basic Excel skills and financial literacy tools (PLO 1).

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## COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

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## REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

- Pride, Hughes and Kapoor, (2013). Foundations of Business 6th ed., South-Western Cengage Learning, ISBN-13: 978-1-337-38692-0
- Chouinard, (2016). Let My People go Surfing. The Education of a Reluctant Businessman
- Excel Online Module (*information provided by*)

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## ASSESSMENT AND GRADING

**Note:** Clearly define a grading policy to avoid any confusion concerning expectations. It is most helpful if at least two things are present: 1) a point distribution and 2) a grading scale.

<u>Sample</u> assignment distribution by percentage:	Grade Scale	
• Weekly quizzes 216 Points (21.6%)	A=95-100	C=73-76
• Strengths Reflection Paper 25 Points (2.5%)	A-=90-94	C-=70-72
• Case Study 75 Points (7.5%)	B+=87-89	D+=67-69
• LinkedIn 100 Points (10%)	B=83-86	D=63-66
• Participation 90 Points (9%)	B-=80-82	D-=60-62
• Video Discussions (5 each) 40 Points (4%)	C+=77-79	F=0-59
• Final Project 150 Points (15%)		
• Info Systems 150 Points (15%)		
• Excel 150 Points (15%)		
• <b>Total 1000 Points</b>		

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## INCOMPLETES AND LATE ASSIGNMENTS

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All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

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## **SPIRITUAL CARE**

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#)

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## **STATE AUTHORIZATION**

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map using the below link to view which states allow online (distance education) outside of California. <https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

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## **PLNU COPYRIGHT POLICY**

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

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## **PLNU ACADEMIC HONESTY POLICY**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies in the PLNU Catalog for further policy information.

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## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access

to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

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**Face to Face Learning** Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See Academic Policies in the Academic Catalog for additional detail.

**If student has been approved for Virtual Learning** Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See Academic Policies in the Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

### **Asynchronous Attendance/Participation Definition**

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

### **Fully online 3-unit courses only:**

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

## USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers compatible with their computer available to use. If a student is in need of technological resources please contact [student-tech-request@pointloma.edu](mailto:student-tech-request@pointloma.edu).

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

## FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

## COURSE SCHEDULE AND ASSIGNMENTS

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT Topics
3/1	Course Introduction	Review Syllabus/Course Introduction/Discuss Patagonia
3/3	Foundations of Business – CH 1 Quiz Chouinard Video Discussion	Introduction to Business and Economics/ <b>Form Groups</b>
3/8	Foundations of Business – CH 4 Quiz	Business Ownership
3/10	LinkedIn Mackey Video Discussion	Start LinkedIn profile/Understand Higher Purpose
3/15	Foundations of Business – CH 6 Quiz	Management and Leadership/ <b>Strengths Coaching opens</b>
3/17	Patagonia Management Philosophy Mackey Video Discussion Introduce Chipotle Case and Team Industry Project	Understanding Leadership at <b>Patagonia and Whole Foods</b>
3/22	Foundations of Business – CH 9 Quiz	Human Resources
3/24	Patagonia HR Philosophy Apple Recruiting Video Discussion <b>Conducting an Effective Job Search</b>	Understanding HR at Patagonia/ <b>Zip Recruiter/Glassdoor/LinkedIn Handshake</b>
3/29	Foundations of Business – CH 11 Quiz	Marketing
<b>3/31</b>	<b>No Class</b>	<b>Mental Health Day</b>
<b>4/5</b>	Patagonia Marketing Philosophy Simon Sinek Video Discussion Team Project Plan Due	<b>Begin with “Why”</b>

<b>4/7</b>	Foundations of Business – CH 14 Quiz	Ecommerce/Social Media
4/12	What Truly Motivates Video Discussion Financial Literacy	<b>Setting SMART Goals and Good Credit</b>
4/14	Foundations of Business – CH 15 Quiz	Accounting
4/19	Foundations of Business – CH 16 Quiz	Finance
4/21	Marcus Buckingham Video Discussion Chipotle Case Group Discussion	Strengths at Work
4/26	Information Systems Module	See Separate Schedule
4/28	Information Systems Module	See Separate Schedule/ <b>End of Strengths Coaching Appointments</b>
<b>5/3</b>	Information Systems Module	See Separate Schedule
<b>5/5</b>	<b>No Class</b>	See Separate Schedule/ <b>Mental Health Day</b>
<b>5/10</b>	Information Systems Module	See Separate Schedule <b>Turn in Presentation Outline 5/10</b>
<b>5/12</b>	Information Systems Module	See Separate Schedule
5/17	Excel Module	See Separate Schedule
<b>5/19</b>	Excel Module	See Separate Schedule/ <b>Turn in Rough Draft of Presentation 5/19</b>
5/24	Excel Module	See Separate Schedule
5/26	Excel Module	See Separate Schedule
<b>5/31</b>	Excel Module	See Separate Schedule
6/2	Excel Module	See Separate Schedule
6/7-11	Final Presentation	<b>Strengths Reflection Paper Due 6/11</b>