



## Fermanian School of Business

### BUS 1000 - Introduction to Business and Systems

#### Section 1&2

3 Units

#### Spring 2025

**Instructor title and name:** Nick Wolf/Matt Boyne  
(2<sup>nd</sup> Half)

**Phone:** Nick 949-294-1529/Matt 760.715-8071

**E-mail:**

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**Office location and hours:** FSB 142 M,W,Th,F  
8:30am-2:30pm or for Matt, same times but FSB  
130

**Additional info:**

**Meeting days:** M/W

**Meeting times:**

Section 1 10:55-11:50

Section 2 12:15-1:10

**Meeting location:** FSB 104

**Final Exam:**

Section 1 May 5 10:30-1pm

Section 2 May 7 10:30-1pm

**Additional info:**

#### 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

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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.

## COURSE LEARNING OUTCOMES

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

1. Exhibit knowledge of the foundations of business including business ownership, Ethics, Management, Marketing, Supply Chain 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, Data Visualization and financial literacy tools (PLO 1).

## COURSE CREDIT HOUR INFORMATION

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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.

## REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

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- *(Required)* Pride, Hughes and Kapoor, (2013). Foundations of Business 6th ed., South-Western Cengage Learning, ISBN-13: 978-1-337-38692-0
- *(Required)* Excel Online Module (*information provided by professor*)
- *(Required)* [Wall Street Journal Online Subscription](#)
- *(Required 2<sup>nd</sup> Half of Course)* Covey, S. R. (2004). *The 7 habits of highly effective people: Restoring the character ethic* ([Rev. ed.]). Free Press.
- *(Recommended)* Yvon Chouinard *Let My People Go Surfing* ISBN 9780143037835
- *(Required 2<sup>nd</sup> Half of Course)* [Tableau for Students \(free\)](#)
- *(Required 2<sup>nd</sup> Half of Course)* Morrow, J. (2023) *Be Data Literate-The Data Literacy Skills Everyone needs to Succeed*. ISBN 1789668018

Lomabooks Instructions for Students:

Note: For courses using materials available through Lomabooks

For both digital and print materials, please add these student instructions to your syllabus and Canvas Course. Prior to the start of class, the PLNU Bookstore will also be sharing student instructions in a standalone email on how to access their content.

This course is part of our course material delivery program, LomaBooks. The bookstore will provide each student with a convenient package containing all required physical materials; all digitally delivered materials will be integrated into Canvas. You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and asking you

to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the bookstore can prepare your materials. For more information about LomaBooks, please go: [HERE](#)

## ASSESSMENT AND GRADING

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**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 205 Points (18%)	A=93-100	C=73-76
● LinkedIn 75 Points (7.5%)	A-=90-92	C-=70-72
● Participation 75 Points (7.5%)	B+=87-89	D+=67-69
● Video Discussions (20 each) 120 Points (12%)	B=83-86	D=63-66
● Business Article Discussion (75 each) 225 Points (22.5%)	B-=80-82	D-=60-62
● Excel and Data 300 Points (15%)	C+=77-79	F=0-59
● <b>Total 1000 Points</b>		

## INCOMPLETES AND LATE ASSIGNMENTS

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All assignments are to be submitted/turned in by the due date—including assignments posted in Canvas. Late assignments will not be accepted past due date.

## ARTIFICIAL INTELLIGENCE (AI) POLICY

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You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

## CONTENT WARNING

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I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive various types of information. In [class name], all of the class content, including that which may be intellectually or emotionally challenging, has been intentionally curated to achieve the learning goals for this course. The decision to include such material is not taken lightly. These topics include [list topics]. If you encounter a topic that is intellectually challenging for you, it can manifest in feelings of discomfort and upset. In response, I encourage you to come talk to me or your friends or family about it. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of [subject/major], and I will support you throughout your learning in this course.

## **TRIGGER WARNING**

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I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive several types of information. In [class name], we will cover a variety of topics, some of which you may find triggering. These topics include [list topics]. Each time this topic appears in a reading or unit, it is marked on the syllabus. The experience of being triggered versus intellectually challenged are different. The main difference is that an individual must have experienced trauma to experience being triggered, whereas an intellectual challenge has nothing to do with trauma. If you are a trauma survivor and encounter a topic in this class that is triggering for you, you may feel overwhelmed or panicked and find it difficult to concentrate. In response, I encourage you to take the necessary steps for your emotional safety. This may include leaving class while the topic is discussed or talking to a therapist at the Counseling Center. Should you choose to sit out on discussion of a certain topic, know that you are still responsible for the material; but we can discuss if there are other methods for accessing that material, and for assessing your learning on that material. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of [subject/major], and I will support you throughout your learning in this course.

## **LANGUAGE AND BELONGING**

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Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced a bias incident regarding language, you can find more information on reporting and resources at [www.pointloma.edu/bias](http://www.pointloma.edu/bias).

## **LOMA WRITING CENTER**

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The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are

encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see Loma Writing Center webpage or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

- Appointment Calendar: <https://plnu.mywconline.com/>
- Website: <https://www.pointloma.edu/centers-institutes/loma-writing-center>
- Email: [writingcenter@pointloma.edu](mailto:writingcenter@pointloma.edu)

## **SEXUAL MISCONDUCT AND DISCRIMINATION**

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In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix).

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at [www.pointloma.edu/bias](http://www.pointloma.edu/bias)

## **SPIRITUAL CARE**

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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 your professor or the [Office of Spiritual Life and Formation](#).

## **PLNU COPYRIGHT POLICY**

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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.

## **PLNU Recording Notification**

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In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

## **PLNU ACADEMIC HONESTY POLICY**

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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. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

### **PLNU ACADEMIC ACCOMMODATIONS POLICY**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

### **PLNU ATTENDANCE AND PARTICIPATION POLICY**

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, 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 withdrawal date or, after that date, receive an "F" grade

### **USE OF TECHNOLOGY**

In order to be successful in your course, 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, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

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. The final examination schedule is posted on the Traditional Undergraduate Records: Final Exam Schedules site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

### COURSE SCHEDULE AND ASSIGNMENTS

DATE PRESENTED	CLASS CONTENT OR ASSIGNMENT	ASSIGNMENT Topics
1/13	Course Intro/Syllabus Foundations of Business – CH 1 Mackey Video Discussion	Introduction to Business and Economics
1/15	Foundations of Business – CH 2	CSR and Ethics
1/20	MLK	No Class
1/22	What is Ethics in Business/Why is CSR Important/ <b>Ethics Activity</b>	Business Ethics/ <b>Article Discussion</b>
1/27	Foundations of Business – CH 4	Business Ownership
1/29	LinkedIn Understanding Industries	Start LinkedIn profile/ <b>Industry Discussion,</b>
2/3	Foundations of Business – CH 6	Management and Leadership
2/5	Leadership Activity <b>What Does a Great Leader Look Like</b>	Understanding your Why and leadership/ <b>Article Discussion</b>
2/10	Foundations of Business – CH 9	Human Resources
2/12	Conducting and effective Job Search <b>Find one job within a company</b>	Zip Recruiter/LinkedIn/ Glassdoor/Handshake
2/17	Foundations of Business – CH 11	Marketing
2/19	<b>Marketing Strategy Activity</b> Sinek Video Discussion	“Why” <b>Article Discussion</b>
2/24	Foundations of Business – CH 13	Supply Chain
2/26	<b>Supply Chain of a Product</b>	
3/3	Foundations of Business – CH 15/16	Accounting and Finance
3/5	Personal Finance	Mid Term
3/10-14	Spring Break	<b>No Class</b>
3/17	Data Literacy	<a href="#">Introduction to Data Literacy</a>
3/19	Data Literacy - Structure	<ul style="list-style-type: none"> <li>• <a href="#">Data Structure</a></li> </ul> Read 7 Habits-Habit 1
3/24	Data Literacy – Field Types	<ul style="list-style-type: none"> <li>• <a href="#">Variables and Field Types</a></li> </ul>
3/26	Data Literacy – Aggregation and Sums	<a href="#">Data Aggregation</a>

		Read 7 Habits-Habit 2
3/31	Data Literacy-Distribution	<a href="#">Distributions of Data</a>
4/2	Data Literacy-Variation	<a href="#">Variation</a> Read 7 Habits-Habit 3
4/7	Excel Module Lab in Class	<a href="#">Correlation</a> Data Literacy Take Home Test (15%)
4/9	Excel Module Lab in Class	Lecture Notes - Formulas Read 7 Habits -Habit 4
4/14	Excel Module Lab in Class	Lecture Notes – Sorting and Filtering
4/16	Excel Module Lab in Class	Lecture Notes – Pivot Tables Read 7 Habits-Habit 5
4/21	Easter Break	No Class
4/23	Excel Module Lab in Class	Lecture Notes - Visualization Read 7 Habits-Habit 6
4/28	Excel Module Lab in Class	Read 7 Habits-Habit 7 Excel Take Home Test (15%)
4/30	Soft Skills	7 Habits and the Highly Effective Student Lecture for Final
5/5-9	Finals	Final 10%