# "WBUlogo"

WBUonline

School of Business

# 

# 2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

BUAD 5300-vc01, Foundations of Management Theory and Practice

# **4. TERM**:

Fall – 1, 2021 (8/9 – 10/2)

# **5. INSTRUCTOR**: Professor, Dr. Hayoung Gim

# **6. CONTACT INFORMATION**:

Office phone: none

WBU Email: hgim@wbu.edu

Cell phone: 907-382-1895

# **7. OFFICE HOURS, BUILDING & LOCATION**: None

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: various times, in the Blackboard

# **9. CATALOG DESCRIPTION**:

Elements of management, marketing, and management information systems. Transcripts evaluated to determine requirements. Students not having courses in at least two of the areas are required to take BUAD 5300 during the first term of enrollment in the MAM or MBA program.

# 10. PREREQUISITE:

None

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**: Cost of eTextbook

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| Business Essentials | Ebert | 12th | 2019 | Pearson | 9780-13472-8391 | 9/18/18 |

***NOTE:****VitalSource etextbook cost included at Registration. If you want to buy a hard copy that is fine but you must Opt-Out of the eTextbook in the classroom link prior to the last day of the 2nd week of the term.*

# 12. OPTIONAL MATERIALS: the instructor can add during the term.

# **13. COURSE OUTCOMES AND COMPETENCIES**:

Upon completion of this course students should be able to:

* Examine and analyze management theory and its application to a business.
* Examine and analyze marketing and promotion methods available to a business.
* Evaluate information technology in the context of managing a business.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero-tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. DISABILITY STATEMENT**:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

Grading Scheme:

Midterm Exam: 35 points

Final Exam: 35 points

Weekly Home Works (6 home works) 30 points (5 points each week\* 6 = 30)

TOTAL 100 POINTS

Students are required to study lecture materials (text, power point presentation, and/or video lectures) and the text book, turn in weekly home works, and take a midterm and a final exam.

**Lectures:** Lectures will be posted on the Blackboard each week (by Monday Night). After studying lectures, students complete weekly home works; ask questions in the discussion board if have any questions.

**Exams:** Exams will be conducted through the blackboard test facility. Details about exams will be announced each time prior to the exam.

**17.1 Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

# 18. TENTATIVE SCHEDULE

Date Reading Assignments Chapter

Week 1 (8/9 - 8/15) The U.S. Business Environment chapter 1

Business Ethics and Social Responsibility chapter 2

(Home Work week 1)

Week 2 (8/16 - 8/22) Entrepreneurship, New Ventures and Business Ownership,

The global context of Business chapters 3 and 4

(Home Work week 2)

Week 3 (8/23 – 8/29) Managing the Business

Organizing the Business chapters 5 and 6

(Home Work week 3)

Week 4 (8/30 – 9/5) Operations Management and Quality chapter 7

(No Home Work)

[NOTE] Midterm Exam (will be posted on Thursday)

Week 5 (9/6 – 9/12) Employee Behavior and Motivation

Leadership and Decision Making chapters 8 and 9

(Home Work week 5)

Week 6 (9/13 – 9/19) Human Resource Management and Labor Relations

Marketing Process and Consumer Behavior Chapters 10 and 11

(Home Work week 6)

Week 7 (9/20 – 9/26) Developing and Pricing Products chapters 12 and 13

Distributing and Promoting Products

(Home Work week 7)

Week 8 (9/27 – 10/2) Information technology for Business chapter 14

Monetary system of the United States chapter 16

(No Home Work)

[NOTE] Final Exam (will be posted on Thursday)