**Wayland 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.

**Contact Information**

**Course**

: BUAD 5300 vc01 – Foundations of Management Theory and Practice

**Campus**

: WBUonline

**Term/Session**

**:** Fall-1-2023

**Instructor**

**:** Professor, Dr. Hayoung Gim

**Phone Number/Cellphone**

**:** 907-382-1895

**WBU Email Address**

**:** hgim@wbu.edu

**Office Hours, Building, and Location**

**:** No office hours, utilize email and phone

**Class Meeting Time and Location**

**:** various times, in Blackboard

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Business Essentials | Ebert | 13th | 2022 | Pearson | 9780-13686-2680 |

*The textbook for this course is part of the* ***Wayland’s Automatic eBook*** *program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore* [*Automatic eBook FAQ*](https://bookstore.wbu.edu/site_inclusive.asp) *page.*

**Optional Materials**

**:** none

**Course Information**

**Catalog Description**

**:**

Elements of management, marketing, and management information systems. Note: 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 degree program.

**Prerequisite:**

None

**Course Outcome Competencies**

**:**

* 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

**Attendance Requirements**

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Statement on Plagiarism and 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.

**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 Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Rick Hammer, [hammerr@wbu.edu](mailto:hammerr@wbu.edu) or call 1-866-547-9192 for

24/7 Blackboard Support.

**Student Grade Appeals**

**:** 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 to the 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.

**Course Requirements and Grading Criteria**

**Grading Scheme:**

Midterm Exam: 35 points

Final Exam: 35 points

Weekly Home Works (6 homeworks) 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.

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion.  If the work is not completed by the appropriate date, the I is converted to an F.

**Tentative Schedule**

Date Reading Assignments Chapter

Week 1 (8/7 - 8/13) The U.S. Business Environment chapter 1

Business Ethics and Social Responsibility chapter 2

(Home Work week 1)

Week 2 (8/14 - 8/20) Entrepreneurship, New Ventures and Business Ownership,

The global context of Business chapters 3 and 4

(Home Work week 2)

Week 3 (8/21 – 8/27) Managing the Business

Organizing the Business chapters 5 and 6

Introduction to Business Law

(Home Work week 3)

Week 4 (8/28 – 9/3) Operations Management and Quality chapter 7

(No Home Work)

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

Week 5 (9/4 – 9/10) Employee Behavior and Motivation

Leadership and Decision Making chapters 8 and 9

(Home Work week 5)

Week 6 (9/11 – 9/17) Human Resource Management and Labor Relations

Marketing Process and Consumer Behavior Chapters 10 and 11

(Home Work week 6)

Week 7 (9/18 – 9/24) Developing and Pricing Products chapters 12 and 13

Distributing and Promoting Products

(Home Work week 7)

Week 8 (9/25 – 9/30) Information technology for Business chapter 14

Understanding Money and Role of Banking chapter 16

(No Home Work)

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