**TCORE 123 E: INTRODUCTION TO BUSINESS**

**Spring 2015**

**Tuesdays & Thursdays 12.50 – 2.55 pm**

**Room: JOY 105**

***Professor:*** *Shalini Jain*

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***Office Hours:*** *Tuesdays & Thursdays 9.00 – 10.00 am and by appointment*

**University of Washington, Tacoma**







**Course Overview**  Business has become a defining institution of modern social life and has far-reaching consequences for local and global communities, economies, and governments. The course will explore the basic principles of business and how these principles interact from the following perspectives:

**Business Environment:** *We examine the economic, political, and social environment of business and how it operates in a global economy.*

**Business as an Entity:** *We look at the forms of business ownership and the inter-related functions of business that are needed for it to operate successfully including organization, management, human resource management,* *marketing, information technology, accounting, and finance.*

**Ethical and Social Responsibility of Business:** *We study how a business can ‘do well’ while ‘doing good.’*

At the conclusion of the course, students will:

* Know the basics of economics and key economic indicators.
* Know the basic types of business and their forms of organization.
* Understand how to start and manage a business including employees.
* Explain marketing strategies and how they generate revenues.
* Recognize accounting terms and interpret simple financial statements.
* Understand the various forces that influence business globally.
* Recognize the importance of ethics and responsibility in business.
* Work effectively with a team to make sound decisions, solve problems, and communicate effectively.

**Learning Objectives**

This course explores the scope of business enterprise in the nation and world today. We examine the complex, multi-dimensional, and inter-related nature of its form, structure, organization, management, and financing. In addition to developing a business vocabulary and defining and applying the principles of business, students will develop:

* *Strategic Thinking:* the ability to collect, synthesize, and critically assess situations, diagnose problems, consider risks, evaluate and choose from among alternative solutions, and make choices within constraints.
* *A Global Perspective:* process information through the lens of culture, socio-economic status, and forms of government.
* *Communication/Self-Expression:* apply new knowledge skills to persuasively articulate, defend, and reflect critically on a view point.
* *Teamwork:* develop the skills to work effectively with others, identify individual strengths, display leadership, and provide and receive meaningful feedback.

**Required Text and Materials**



**Textbook:** *Better Business.* 4th Edition. Bundled with BizCafe Simulation **Authors:** Michael R. Solomon, Mary Anne Poatsy, and Kendall Martin **Publisher:** Pearson*Student Value Edition with BizCaf*é *Sim Access* **ISBN:** 0134212142  **Price:** $91.70*Bound Edition with BizCaf*é *Sim Access*  **ISBN:** 0134212134  **Price:** $138.35

**Canvas: All students must have access**

**All students are required to have laptops class simulation/quizzes/exams**

**Course Structure**

The course incorporates a variety of teaching methods to enhance student learning including: instructional lectures; news, and case readings; classroom discussions; team work, DVD viewing and analyses, timed quizzes and examinations. An important part of the course is a computer simulation called BizCafé, where students will be part of a management team responsible for running all aspects of a business.

**Evaluation Criteria**

|  |  |  |
| --- | --- | --- |
| **Assignments** | **%** | **Description** |
| **Class Participation** | **10%** | Students must come prepared to discuss the readings assigned for class and supplement these with reference to related current events.  |
| **Team Simulations**  | **25%** | Students will collaborate in teams of three\* and be part of a management team responsible for running all aspects of a business. Biz Café companies (teams) will compete against each other to achieve the best performance. \**Group size may vary depending on class size.* |
| **DVD Analysis Memos (2)**  | **20%** | Upload to Canvas at the beginning of class on assigned date; max 1- page single-spaced typed answers. |
| **Quizzes (2)*****(Online)*** | **20%** | Quizzes will consist of multiple choice questions covering DVDs, lectures, readings, assignments on specific chapters**.** |
| **Final Exam*****(Online)*** | **25%** | The final exam structure will be similar to the quizzes and will cover DVDs, lectures, readings, and assignments for the entire quarter.  |

**Grade Distribution**

|  |  |  |
| --- | --- | --- |
| **Percentage of Points** | **Final Numeric Grade** | **Letter Grade** |
| 90 – 100 % | 3.5 – 4.0 | A |
| 80 – 89 % | 2.5 – 3.4 | B |
| 70 – 79 % | 1.5 – 2.4 | C |
| 60 – 69 % | 0.7 – 1.4 | D |

**Course Schedule: Readings and Assignments**

| **Week/Class/Date** | **Topic & Class Preparation** | **Assignments *(Graded in Bold)*** |
| --- | --- | --- |
| **1 *1******Tue Mar 31*** | **Course Introduction and Overview***Syllabus; Team Formation***Business Environment*** **Text:** ***Ch. 1*** – *Business Basics*
 | Purchase all course materials: Textbook/Simulation Bundle Register with BizCafe |
|  ***2******Thurs Apr 2*** | **Economic Systems*** **Text:** ***Ch. 2*** – *Economics and Banking*
* **BizCafé:** Introduction/Startup
 | Read BizCafe ManualRead BizCafé Case |
| **2 *3******Tues Apr 7*** |  **Starting a Business** * **Text: *Ch. 5 & 6*** *– Small Business; Forms of Business Ownership*
* **BizCafé**: Case Discussion/Startup
 | * ***BizCafé #1: Name***
 |
|  ***4******Thurs Apr 9*** | * **DVD *#1:*** *Ben & Jerry’s*
* **BizCafé***:* TeamBreakouts -Practice Round
 | * ***BizCafé Online Quiz (In-class)***
* ***BizCafé #2: Logo***
 |
| **3  *5******Tues Apr 14*** | **Managing a Business and Employees*** **Text: *Ch. 7*** *– Business Management and Organization*
* **BizCafé:** Team Breakouts
 | * ***DVD #1: Memo Due***
 |
| **Week/Class/Date** | **Topic & Class Preparation** | **Assignments** |
| ***6******Thurs Apr 16*** | * **Quiz 1:** *Review*
	+ ***Chapters: 1, 2, 5, & 6***
* **BizCafé:** Team Breakouts
 | * ***BizCafé #3:* *Planning***
* ***BizCafé: Decision Round 1***
 |
| **4  *7******Tues Apr 21*** | * **Online Quiz 1**
* **BizCafé***:* Team Breakouts
 | * ***Quiz 1(In-class)***
 |
|  ***8******Thurs Apr 23*** | * **Text: *Ch. 9*** *– Human Resource Management*
* **BizCafé***:* TeamBreakouts
 | * ***BizCafé: Decision Round 2***
 |
| **5 *9******Tues Apr 28*** | * **Text: *Ch. 11*** *– Production, Operations, and Supply Chain Management*
* **BizCafé***:* TeamBreakouts
 | * ***BizCafé #4: Recruiting***
 |
|  ***10******Thurs Apr 30*** | * **DVD *#2****: Inside the McDonald’s Empire*
* **BizCafé***:* TeamBreakouts
 | * ***BizCafé: Decision Round 3***
 |
| **6  *11******Tues May 5*** | **Principles of Marketing*** **Text *Ch. 12*** *– Marketing and Consumer Behavior*
* **BizCafé:** Team Breakouts
 | * ***DVD #2 Memo***
 |
|  ***12******Thurs May 7*** | * **Text *Ch. 13*** *– Product Development, Branding, and Pricing Strategies*
* **BizCafé:** Team Breakouts
 | * ***BizCafé: Decision Round 4***
 |
| **7  *13******Tues May 12*** | * **Text: *Ch. 10*** *– Online Business and Technology*
* **BizCafé:** Team Breakouts
 | * ***BizCafé: Decision Round 5***
 |
|  ***14******Thurs May 14*** | * **Quiz 2: Review**
	+ ***Chapters: 7, 9, 11, 12 & 13***
* **BizCafé:** Team Breakouts
 | * ***BizCafe: Decision Round 6***
 |
| **8  *15******Tues May 19*** | * **Online Quiz 2**
* **BizCafé:** Team Breakouts
 | * ***Online Quiz 2 (In-class)***
 |
|  ***16******Thurs May 21*** | **Principles of Finance*** **Text: *Ch. 15*** *– Finance and Accounting for Business Operations*
* **BizCafé:** Team Breakouts
 | * ***BizCafe: Decision Round 7***
 |
| **9  *17******Tues May 26*** | * **DVD *#3****: Swoosh! Inside Nike*
* **BizCafé:** Team Breakouts
 | * ***BizCafe: Decision Round 8***
 |
|  ***18******Thurs May 28*** | **Globalization*** **Text: *Ch. 4*** *–Business in a Global Economy*
* **BizCafé:** Team Breakouts
 | * ***BizCafé: Decision Round 9***
 |
| **10  *19******Tues Jun 2*** | **Ethics & Social Responsibility*** **Text: *Ch. 3*** *– Ethics in Business*

**DVD:** *Black Gold* | * ***DVD #3 Memo***
 |
|  ***20******Thurs Jun 4*** | **Course Conclusion*** *Final Exam Review (All Chapters)*
 | * ***BizCafe: Peer Evaluations***
 |
| **11  *21******Tues Jun 9*** | ***Online Final Exam*** | * ***Online Final Exam (In-class)***
 |

**Please check Canvas regularly for announcements.**

**Detailed descriptions of the Course Assignments are available on Canvas.**

**Class Participation**

* Business professionals are knowledgeable, prepared, and effective at listening and communicating. Discussion-oriented and meaningful class participation is, therefore, directly linked to developing your professional skills. Students are encouraged to use this course as an opportunity to challenge themselves as communicators by constructively voicing their ideas, opinions, questions, and examples.
* Class participation includes completing the assigned readings, doing homework and in-class assignments, and contributing to discussions. **Class participation grade is adversely affected if you are not prepared for discussion, miss assignments, arrive late, say nothing, dominate discussions, make a poor contribution to team assignments, or disrupt the learning of others.**
* Students will receive credit for aiding the class discussions by asking questions which drive the conversation forward, and/or seeking clarification to better understand the topic at hand. Additional areas of participation include the offering examples of personal experience or referencing outside readings found in current events/academic literature.
* A rubric of what constitutes meaningful class participation is available under the Assignments tab on Canvas.

**Team Biz-Café Simulation Exercises**

* Students will self-select into teams of three memberson the first day of the quarter.
* Students are required to register on the Simulation website <http://www.interpretive.com/students/> by April 1st, 2015
* In BizCafé you will be part of a management team responsible for running all aspects of a business. In this simulation, your team receives $25,000 from a local entrepreneur to start up a coffee shop near a university in a good downtown location. You hire servers, decide on marketing plans, purchase materials and equipment, and manage your finances to make your shop a success. Your company’s performance will be evaluated based on how well you set up and run the company through nine weeks of operations compared to your competitor teams. Students will have access to a simulation manual and to the simulation website for the duration of the quarter.
* The assignment series related to the simulation and the grading rubric is available under the Assignments tab on Canvas. Some assignment submissions will be uploaded to Canvas and others will be completed directly on the simulation site. http://www.interpretive.com/students/

**DVD Analysis Memos (2)**

* Responses to the DVD analysis memo questions are to be uploaded to Canvas **(soft copy)** on the date assigned.
* Responses should be *no more* than **one page** *(single-spaced, 1” margins, 12 point font)*.
* Students will be graded on both, content and writing skills. This means that factual arguments, persuasiveness, and logic are given the same weight as grammar, organization, development of your ideas, and writing skills.
* The DVD Analysis memo questions are posted under the Assignments tab on Canvas.

**Online Quizzes (2) and Final Exam**

* Quizzes and the final exam will evaluate your comprehension of key concepts and ideas from the textbook, class lectures, discussions, DVDs, and simulation.
* Quiz/exam questions will be either true-false, multiple choice, or both. No essay or

short answer questions are included on quizzes/exams.

* **Students should prepare for the exams by registering on the my BizLab site** [pearsonmylabandmastering.com](http://pearsonmylabandmastering.com)
* The BizLab website provides important study aids such as pre- and post-chapter tests, flashcards and other tools for learning and assimilation.
* Almost all questions and answers are drawn from the Course Text Test Bank and have been previously validated by the publisher and text editing professionals and therefore, are not open for discussion on correctness or validity.
* **All quizzes and exams will be closed book and timed.**
* **Students are required to bring laptops for all quizzes and exams.**
* **Only in the case of an extreme emergency will exceptions be considered for a make-up exam at the professor’s discretion**. Work-related absences, minor illnesses, and pre-planned vacations are **not** considered an extreme emergency and do not warrant a make-up, even in advance.

**Late Assignment and Incomplete: Procedures and Policies**

* All assignments are to be uploaded to Canvas or on the BizCafe Simulation website before the beginning of the class on the day indicated. Except under extreme circumstances, grades on **late assignments will drop 10 percent per day late**. Late assignments will need to be sent as an email attachment to Professor Jain: ssj8@uw.edu.
* **An Incomplete** is given only when the student has been in attendance and has done satisfactory work until within two weeks of the end of the quarter and has furnished proof satisfactory to the instructor that the work cannot be completed because of illness or other circumstances beyond the student's control. A written statement of the reason for the giving of the Incomplete, listing the work which the student will need to do to remove it, must be filed by the instructor with the head of the department or the dean of the college in which the course is offered. [*http://www.washington.edu/students/gencat/front/Grading\_Sys.html#I*](http://www.washington.edu/students/gencat/front/Grading_Sys.html#I)

**Milgard School of Business: Student Code of Integrity**

* We the students of the Milgard School of Business believe that integrity and honesty are integral to our educational experience and our lives. We aspire to hold ourselves and our fellow students to the highest ethical standards and will not engage in activities that are improper or have the appearance of impropriety in our academic lives. We intend to maintain these standards as graduates of UW Tacoma. More information on the Code of Integrity can be found at: [*http://www.tacoma.uw.edu/node/37131*](http://www.tacoma.uw.edu/node/37131)

**Plagiarism Policy**

* A significant part of your experience in the class will be reading, synthesizing, and using the knowledge and ideas of others. It is the responsibility of the faculty to help you in this process and to be certain you learn to credit the work of others upon which you draw.

**To plagiarize is to appropriate and to pass off, as one's own ideas, writing or works of another.** Plagiarism is no less of a misconduct violation than vandalism or assault. Ignorance of proper documentation procedures is the usual cause of plagiarism. This ignorance does not excuse the act. Students are responsible for learning how and when to document and attribute resources used in preparing a written or oral presentation.

* **Another common form of cheating involves quizzes/exams. Consulting a cell phone or another electronic device, texting others for answers, copying from someone else's paper, using notes (unless expressly allowed by the instructor), altering an exam for re-grading, getting an advance copy of the examination, or hiring a surrogate test-taker are all flagrant violations of University policy.**
* For more information, please refer to the Academic Honesty: Cheating and Plagiarism document prepared by the Committee on Academic Conduct in the College of Arts and Sciences, UW Seattle: [*http://socialwork.uw.edu/sswuw/drupal/sites/default/files/sswfiles/students/AcademicHonesty.pdf*](http://socialwork.uw.edu/sswuw/drupal/sites/default/files/sswfiles/students/AcademicHonesty.pdf)*;*

[*http://www.tacoma.washington.edu/studentaffairs/SI/conduct\_students.cfm*](http://www.tacoma.washington.edu/studentaffairs/SI/conduct_students.cfm)*;* and or contact the Student Counseling Center: *http://www.tacoma.washington.edu/studentaffairs/SHW/index.cfm*.

**E-Mail Policy**

* All email communication **must use UW email accounts**. For further information, please refer to: [*http://www.tacoma.washington.edu/policies\_procedures/E-mail\_Policy.pdf*](http://www.tacoma.washington.edu/policies_procedures/E-mail_Policy.pdf)*.*
* **The best way to reach me is through e-mail.** **Also, please notify me via email at least a day in advance if you plan to visit me during office hours.** If you need to meet with me outside of my office hours, please contact me to set up a mutually convenient day and time.

**Electronic Devices Policy**

* The Milgard School of Business “Policy on the Appropriate Use of Hand-held and Wireless Technologies” is in effect for this class. Please read this policy at:

*www.tacoma.uw.edu/sites/default/files/.../****business****/technology\_policy.pdf*‎

* Electronic devices (including, but not limited to, cell phones, pagers, laptops, and personal digital assistants) may **only be used in the classroom with the permission of the instructor**. Activities such as checking/sending email, texting, playing games, surfing the web are considered disruptive when class is in session. **Please silence or turn off cell phones while class is in session. Inappropriate use of electronic devices will be subject to penalty of the student’s participation grade.**
* To protect the identity and proprietary or personal information of class participants, **no audio- or video-recording, or photography of any type** using cell-phone cameras or other equipment, may be made in this class without prior permission of the instructor. This includes recording of any class discussions or presentations.

**Class Cancellation Policy**

* All students registered for TCORE 103A will be notified via an announcement on Canvas if class is canceled. Notification of class cancellation will also be available on my office voice mail at (253) 692-4966 and with Trish Zander, Administrator, Milgard School at (253) 692-5631.
* Information on **inclement weather** **campus closure or suspended operation** can be obtained from:
* <http://www.tacoma.washington.edu/security/alert/> or by calling **UW emergency telephone hotline: (253) 383-4636 or (866) 897-4636 (toll-free)**
* UW Tacoma web homepage: [www.tacoma.uw.edu](http://www.tacoma.uw.edu)
* Sign up for alert system emails and text messages or update your contact information: [www.tacoma.washington.edu/security/alert](http://www.tacoma.washington.edu/security/alert/index.cfm)
* Twitter: [twitter.com/UWTnews](http://www.twitter.com/uwtnews)
* Facebook: [www.facebook.com/uwtacoma](http://www.facebook.com/uwtacoma)
* Check [SchoolReport.org](http://www.schoolreport.org/) for closure and delayed operation notices.
* TV and radio stations will broadcast information from SchoolReport.org.
* **When the university is in operation, but severe weather conditions exist, use your own best judgment about driving to campus.**

**Student Counseling Center - Student Health and Wellness (SHAW)**

* The Counseling Center offers short-term, problem-focused counseling to UW Tacoma students who may feel overwhelmed by the responsibilities of college, work, family, and relationships. Counselors are available to help students cope with stresses and personal issues that may interfere with their ability to perform in school. The service is provided confidentially and without additional charge to currently enrolled undergraduate and graduate students. To schedule an appointment, please call (253) 692-4522 or stop by the Student Counseling Center (SCC), temporarily located in located in Mattress Factory (MAT) 354. Additional information can also be found by visiting: [*http://www.tacoma.uw.edu/counseling*](http://www.tacoma.uw.edu/counseling).

**Disability Support Services (Student Health and Wellness - SHAW)**

* The University of Washington Tacoma is committed to making physical facilities and instructional programs accessible to students with disabilities. Disability Support Services (DSS) functions as the focal point for coordination of services for students with disabilities. In compliance with Title II of the Americans with Disabilities Act, any enrolled student at UW Tacoma who has an appropriately documented physical, emotional, or mental disability that "substantially limits one or more major life activities [including walking, seeing, hearing, speaking, breathing, learning and working]," is eligible for services from DSS. If you are wondering if you may be eligible for accommodations on our campus, please contact the Mattress Factory (MAT) 354 reception desk at (253) 692-4522, or visit [*http://www.tacoma.uw.edu/dss*](http://www.tacoma.uw.edu/dss)*.*

**Teaching and Learning Center (TLC)**

* The Teaching and Learning Center (TLC) offers free academic support for students at all levels. Visit: [*http://www.tacoma.uw.edu/uwt/teaching-learning-center*](http://www.tacoma.uw.edu/uwt/teaching-learning-center).
* For writing, reading, learning strategies and public speaking needs, please make an appointment online at: *https://uwttlc.mywconline.com/index.php* or email *uwtteach@uw.edu* or drop by Snoqualmie (SNO) 260 during drop-in hours: 10-11 and 3-4 (M-Th); 10-11 (F). For math, stats and quantitative needs, assistance is available on a drop-in basis in Snoqualmie (SNO) 260. Please check their schedule at: *http://www.tacoma.uw.edu/teaching-learning-center/math-quantitative-tutoring-schedule*. For special needs, please contact Ingrid Horakova at: *horaki@u.washington.edu*or *dssuwt@uw.edu**.*

**Library**

* The UWT Library provides resources and services to support students at all levels of expertise. We guide students through the research process, helping them learn how to develop effective research strategies and find and evaluate appropriate resources. For assistance or to schedule an appointment, visit the Reference Desk in the Library, email *tacref@u.washington.edu**,* phone (253) 692-4442 or see [*http://www.tacoma.washington.edu/library/*](http://www.tacoma.washington.edu/library/).
* For assistance or to schedule an appointment with the course designated librarian contact Kathleen Monks: *monksk@uw.ed**u;* (253) 692-4651.
* The following link created by the Center for Leadership and Social Responsibility should have lots of course relevant information as well: [*http://libguides.tacoma.uw.edu/content.php?pid=337571&sid=2760734*](http://libguides.tacoma.uw.edu/content.php?pid=337571&sid=2760734). You get there from the Main Library Page/Research Guides/Business/Corporate Social Responsibility & Business Ethics.

**Campus Safety Information**

Escort Service:

* Safety Escorts are available Monday - Thursday 5:00pm - 10:30pm. They can be reached either through the duty officer or by dialing #300 from a campus phone.

**In case of a fire alarm:**

* Take your valuables and leave the building. Plan to return to class once the alarm has stopped. Do not return until you have received an all-clear from somebody "official," the web or email.

**In case of an earthquake:**

* DROP, COVER, and HOLD. Once the shaking stops take your valuables and leave the building. Do not plan to return for the rest of the day. Do not return to the building until you have received an all-clear from somebody "official," the web or email.
* Campus Safety and Security 24/7 line: (253) 692-4888 or #333 from campus phone.
* For more information, please refer to the Emergency and Safety Plan prepared by the UWT Safety Committee: [*http://www.tacoma.washington.edu/security/policies\_laws/emergency\_plan.pdf*](http://www.tacoma.washington.edu/security/policies_laws/emergency_plan.pdf)*.*
* Campus Safety & Security web link: [*http://www.tacoma.uw.edu/uwt/administrative-services/campus-safety*](http://www.tacoma.uw.edu/uwt/administrative-services/campus-safety)*.*