

**CROWLEY'S RIDGE COLLEGE**  
SYLLABUS for Introduction to Business  
BUS113

MWF 8:00 – 8:50 A.M.

Instructor: Larry Woodward

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Office Hours:

MWF – 10:00 - 10:45 A.M. and 3:00 - 4:30 P.M.

T Th – 8:00 - 9:30 A.M. and 1:00 - 2:25 P.M.

**Subject Material Summary:**

The student is expected to become knowledgeable in the various areas of business institutions in the world of business. Subjects included are: a basic understanding of business principles from a Christian perspective and from a secular perspective, as well as an introduction to management, marketing, advertising, human resource management and public relations.

**Broad Course Level Objectives:**

By the end of the semester, you should be able to demonstrate your understanding of the following:

- 1) The basic functions and operations of simple business concepts.
- 2) Precise and specific journaling and other business communication concepts.
- 3) Knowledge and application of some basic business concepts.
- 4) Understanding some of the basic needs of coworkers and employees.
- 5) Application of Scriptures in the business world.

**Instructional Materials Each Student is Required to Have:**

Required Text: *Eat Mor Chikin, Inspire More People* by S. Truett Cathy.

You will also be required to have a notebook (spiral bound or looseleaf with paper) and a pen/pencil for taking notes. You are required to bring your pen/pencil for exams.

### **Course Outline:**

The first half of the semester, we will study the assigned text and take quizzes on the subject matter assigned. Your mid-term exam will be a comprehensive of the materials studied from the text. The text book study will involve an examination of business principles from a Christian perspective. The second half of the semester will be a discussion of other business principles and their application(s) in the secular work environment. Additional time will be spent studying Maslow's hierarchy of needs, and how they help us understand our fellow employees, our supervisors and those who work under our oversight.

### **CRC'S Attendance Policy:**

The following attendance policy has been adopted by the faculty for all CRC courses:

“Students are permitted to miss, as unapproved absences, in one semester, twice the number of meetings regularly scheduled in one week. [For this class, that would be six (6) absences.] Students are allowed to miss a total of 25% of course meetings for a combination of approved and unapproved absences without being dropped from the course. [This would be a total of 12 class periods during this semester: Six (6) for “unapproved” and six (6) more for “approved.”] Students missing more than 25% of course meetings may be dropped by the instructor (with an “F” beyond the drop date).

Absences for illness, etc. may or may not be approved at the discretion of the instructor. Instructors have reasonable latitude to impose penalties for unapproved absences.

Approved absences for college sponsored activities are as follows: Freed-Hardeman Lectureship (Bible majors only), Bible Majors retreat, Backpacking Trip (credit only), World Missions Workshop (Bible majors only), Restoration Tour (Bible majors only), Chorus/Music Trips, Athletic Trips, Class Field Trips.

For clarification of the attendance policy, see your advisor, instructor, Dean of Students or V.P. of Academic Affairs. Revised: August 01, 2005”

### **Instructor's Attendance Policy:**

This class will follow the CRC attendance policy, listed above, with the following addition: for each of the six (6) unapproved absences you do NOT take, your FINAL GRADE will be raised by one (1) point. [For example, if your final grade is 87 and you missed only two (2) of your unapproved absences, four (4) points would be added to your final grade, making it 91 (“A”) instead of 87 (“B”).]

### **Academic Honesty Policy:**

Students at Crowley's Ridge College are expected to be honorable and to observe standards of academic conduct appropriate to a community of Christian scholars. Crowley's Ridge College expects from its students a higher standard of conduct than the minimum required to avoid discipline. All acts of dishonesty in any academic work constitute academic dishonesty. This includes but is not necessarily limited to the following:

1. Cheating: use or attempted use of unauthorized materials, information or study aids in any academic exercises.
2. Plagiarism: representing the words, ideas or data of another as your own in any academic exercise.
3. Fabrication: falsification or unauthorized invention of any information or citation in an academic exercise.
4. Aiding and Abetting Academic Dishonesty: intentionally helping or attempting to help another student commit an act of academic dishonesty.

Incidents of alleged academic misconduct should be resolved between the faculty member and the student whenever possible. The faculty member must inform the Academic Dean and the student in writing within one week of knowledge of an incident. If a matter cannot be resolved, the student must appeal to the Academic Dean in writing within one week of receiving notice from the faculty member. The Academic Dean may refer such matters to the Academic Affairs Committee for resolution.

### **American Disabilities Procedures:**

It is the student's responsibility to inform CRC and the instructor of any documented disability during the first week of the semester. Anyone seeking accommodation under provisions of the Americans with Disabilities Act should contact Mr. Ron Roberts, Dean of Students. For complete information regarding CRC's disabilities services policy, see page 33 of the 2008-2009 Student Handbook.

### **Cell Phones:**

ALL CELL PHONES will be turned to "OFF" during class time, unless you have contacted the instructor BEFORE class time. Exceptions will be made for those expecting emergency calls from a sick relative. Calculators on cell phones will NOT be used during exams.

## Student Activities

### *Class assignments and research papers:*

Over the course of this semester, you will be given the opportunity to earn a maximum of 1,000 points for the tests, presentations, homework, term paper, outside class assignments and any other work your instructor deems essential for the completion and satisfaction of the student learning goals assigned to this class (See below). Accurate and precise communication will make or break any business project, so your grammar and spelling will play a significant role in the determination of your grade for all out of class assignments. [In other words, be sure your spelling and grammar are correct, or your grade will be reduced.] If you have questions, don't be afraid to ask for help from your instructor, or from your English instructor(s).

### *Term Paper:*

Since the Bible is the world's best textbook on business principles, your term paper for this semester will be to research 25 Bible texts which have some business principle (ethics, laws, regulations, standards, etc.). Your term paper will be a compilation of your research and findings. You will be expected to cite and quote the Scripture (your choice of version), and explain the business principle found in it, make a business application and make an evaluation of the passage in the light of the business world today. Examples can be from "real life" from your own work place, or that of a friend or family member, or a hypothetical situation from your own creativity. The paper will be word-processed, single spaced, 12-point type (New Times Roman or Arial or similar font), and will include a cover page, an introductory paragraph or two and a conclusion paragraph or two. (NOTE: the introduction should include why this paper is being written [NOT just to receive a good grade!!] and the conclusion should contain some of the things you learned from this project. ***The paper will be due NO LATER than Monday, December 1.***

This paper will be worth two major exam grades (or 200 points), so please don't wait until the week before and "throw something together" to satisfy the requirements for this class.

The grading system for this class will be as follows:

- "A" = 90% or greater of possible points assigned
- "B" = 80 - 89 % of possible points
- "C" = 70 - 79 % of possible points
- "D" = 60 - 69 % of possible points
- "F" = less than 60% of possible points

Your points will be achieved based upon the following:

- "Cathy" quizzes = 80 points (4 X 20 points each)
- "Cathy" exam (mid-term exam) = 100 points
- "Business Concepts" Exam = 100 points
- "Maslow's Hierarchy of needs Exam = 100 points
- Term Paper = 200 points
- Research Assignment(s) = 50 - 100 points each
- Final Exam (Comprehensive) = 200 points

Pop quizzes or other assignments will be possible at any time throughout the semester, at the discretion of the instructor. Varying points will be available for each.

You will also be given some "extra credit" assignment opportunities at various times throughout

the semester. These will be optional, not required, and will not affect your score negatively should you choose not to turn these in. They may, on the other hand, improve your score significantly.

NOTE: I do not grade on a curve. Your grade will depend entirely upon what you earn for the tests, projects or other assignments. HOWEVER, if you are within ten points of the next higher letter grade near the end of the semester, I will assign one (1) special extra credit assignment which will be worth a maximum of ten (10) points. See the instructor for more information.

I realize this is not the only class you are taking, so I do not want this class to occupy all your time, but I do expect quality work turned in on time. If you have any problems or questions, please don't hesitate to contact me.

### **Course Connection to “Student Learning Goals” and the General Education Goals or Criteria**

This class is designed to cover three of the eight “Student Learning Goals.” We will emphasize, during the semester, *critical thinking* (designed to help you think about problems and figure out ways to use your knowledge, background and experiences to solve those problems), *Christian values* (learning how to consult the Bible for answers to basic problems, in this case, business problems), and *independent lifelong learning* (the willingness and ability to continue your learning process after this class – and your formal school education – has concluded).

### **Miscellaneous**

1. Make-up tests: I will give you the opportunity to make up any major exam (not quizzes or pop tests or other in-class assignments) upon presentation of sickness, a family emergency, or for being away on a school-sponsored function (see acceptable list, above). Make-up tests will not be given for any other reason (i.e. you slept through class, didn't make it back from a weekend trip, left early for a weekend or holiday trip, or chose to miss class for any other reason).
2. If you don't understand or agree with any grade you received, or if you're having difficulty with an assignment, please don't hesitate to talk with me. I will always try to be fair in my assignment of grades, but please remember I am human, and have made at least one (1) mistake in my life, and I know I am not above making them now. If you have any problem with a grade, please talk to me either before or after class or during my office hours.
3. And perhaps the most important “rule” of all: **Have a great semester!**