

TESTING/GRADING PROCESS

Quizzes: There will be **3** quizzes during the term, each worth 5% of your final grade, but the quizzes will comprise a total of **10%** of your final grade (so you can drop your lowest quiz score). You must be in class to take each quiz, as shown on the attached class schedule, and they may not be made up. Quizzes will be based upon the material in the reading since the last quiz. I also urge you to master the questions from each chapter.

Midterm: The Midterm Exam will be held in class (on October 31st). The exam will contain a mixture of multiple choice questions, short-answer questions, and many essays. The Midterm Exam constitutes **20%** of your course grade.

Final: The Final Exam is cumulative and comprehensive will be held during our final class session (on December 12th). The Final Exam will be in a similar format as the Midterm Exam and is worth **30%** of your course grade.

News Reports: Each student will be responsible for one in-class team “news report” dealing with a relevant business topic, as approved by me in advance. A separate hand-out will be provided with more specific guidelines. The news report is worth **5%** of your final grade.

Business Plan: Each student will also be responsible (as part of a semester-long team project) for building, writing, and presenting a comprehensive Business Plan for an organization of your choice, as approved in advance. Again, a separate hand-out will be provided with more specific guidelines. The Business Plan, worth **20%** of your final grade, is due in class on December 5th.

Participation: Being present, mentally and physically, is an important component of your learning here. As such, class participation will be included as a specific element of your semester grade for this course, worth **15%** of your final grade.

Again, you are responsible for being in class when tests or quizzes are given. **Missed exams and quizzes may not be made-up or rescheduled.**

Material on quizzes and exams will be drawn from assigned readings, lecture notes, Guest Speakers, class experiences, and problems from the back of the chapters. The course’s BlackBoard website and the Student Support Materials associated with our text (e.g., the text’s website, PowerWeb, etc.) are all excellent sources to review the course content and practice or test your learning. If you miss a class session it is your responsibility to obtain notes or information from classmates or the instructor. Please take full advantage of these resources.

CONTACT & COMMUNICATION

I currently have office hours planned for Tuesdays 4:00-5:30pm, and am always available for appointments other times during the week. In addition, I have provided contact information for you to reach me. Please do not hesitate to call me at home (before 11pm please). Also, I typically check my e-mail throughout the day. Similarly, you should check your e-mail at least once a day,

as I (and other faculty members) tend to send many e-mails during the course of the semester. These e-mails contain important course information and announcements, which I consider to be a part of your “participation” for this class. Please understand that if you elect not to check your e-mail regularly, beyond impacting your own learning process (and your course grade), you may be at a significant disadvantage compared to your fellow students.

In addition, please contact me if you have any concerns or can foresee some need for special consideration or unusual circumstances. Those with potential work-related conflicts or possible child-care challenges (e.g., due to snow-days, illness, etc.) should see me during the first week of the semester, or as early as possible, to talk through these issues.

Also, when in doubt, please be sure to call the college’s Hotline for weather-related cancellations or other college-wide schedule changes at (603) 641-4100 and/or listen to the media outlets as shown on the associated website:

<http://www.unhm.unh.edu/cancellations.html>

ACADEMIC INTEGRITY

I expect you to exhibit ethical and honest work habits at all times. The Business Program at UNH Manchester holds a **Zero Tolerance** policy with respect to academic misconduct or misrepresentation. At a minimum, any confirmed violation of academic integrity will result in a failing grade for this class and may lead to expulsion from the Business major and/or dismissal from the university. If you are at all uncertain about the definition of misconduct, plagiarism, “cheating” or “academic dishonesty” please refer to the student handbook or the university website for a full description (at: <http://www.unh.edu/student/rights/rrr0506.pdf>). Please be aware that this issue is extremely serious and any confirmed incidents will be referred to the appropriate university administrator for additional disciplinary action, including the possibility of dismissal from the university.

Grades: Typically grades are based on an absolute scale as follows:

A	95-100	A-	90-95		
B+	87-90	B	83-87	B-	80-83
C+	77-80	C	73-77	C-	70-73
D+	67-70	D	63-67	D-	60-63
F	< 60				

LOGISTICS AND GROUND RULES

I have found that in almost all settings it is best to establish expectations up front. As such, here are some of my ideas on behavior and performance.

- 1. Attendance** - This class meets only once a week over fifteen+ weeks, and we have conceptual, personal and behavioral learning to accomplish, framed in large part by classroom discussion and exercises. It is important therefore that you attend every class. Come prepared, having read all advance readings, and be engaged during class discussions.

2. **Participation** - Thorough preparation and participation in class discussions are vital to your and everyone's learning. When you speak in class, your primary emphasis should be on quality as opposed to quantity. Come to class ready to be engaged and involved.
3. **Punctuality** - Classes will begin on time, and I will make every effort to end them on time. As in all business situations, arrive on time and be ready to go.
4. **Professional Conduct** - This class may engender active dialogue. Be passionate, but also be professional. I expect and welcome open debate, but we must be respectful of the positions of others. Let's work together to create a positive, professional - and still challenging - atmosphere.
5. **The Written and Spoken Word** - As managers, the ability to write and speak well will set you apart from others in the business world. Build these skills throughout your careers, especially here at UNHM. I will look for quality, clarity, and depth in your work; avoid generalizations and jargon. Be organized, and use specific examples to back up your points.
6. **Timeliness** - The business world displays great fondness for due dates and deadlines. Prepare and submit your work on time. Build in slack time in your work processes to accommodate the unexpected. Submissions are due at the beginning of the scheduled class on the syllabus. Late work will be harshly penalized (one full letter grade reduction for each day late).
7. **Communication** - Talk with me and share your concerns with me during the semester. I can't act upon something which I'm not aware of. Come to my office hours, set up appointments, or find me by e-mail if you have any questions or open issues. I'll commit to being responsive.
8. **Good Humor** - Despite all of the "rules" above, there is still plenty of room for creativity and laughter. It is possible to work hard, learn *and* have fun. I encourage you to be creative and enjoy yourself in the exercises and coursework this semester. Have some fun too.

Welcome to Introduction to Business! I look forward to an interesting, engaging, and meaningful course.

With appreciation to Professor Michael Contarino for his assistance in developing this syllabus.

ADM400 Course Schedule

Week 1 (8/29): Welcome and Introduction to Business and Management
Overview, Course requirements and assignments, Introductions
Chapter 1: The Dynamics of Business and Economics

Week 2 (9/5): The Role of Business in Society
Corporations, their stakeholders and role in the larger society
Chapter 2: Business Ethics and Social Responsibility
Videocase: *Ben & Jerry's*

Guest Speaker: Ken Freitas, US FIRST

Week 3 (9/12): The Role of Managers in Business
Chapter 2 Appendix: The Legal and Regulatory Environment
Chapter 5: Options for Organizing Business

Guest Speaker: Hank Stebbins, Stebbins, Lazos & Van Der Beken, PA

Week 4 (9/19): Globalization, Technology and Technological Change
Chapter 7: The Nature of Management
Appendix C: The Business Plan

QUIZ #1

Guest Speaker: Melissa Urban, Riverstone

Week 5 (9/26): Motivation and Leadership
Chapter 8: Organization, Teamwork and Communication
Chapter 10: Motivating the Work Force

Guest Speaker: Hubie McDonough, Manchester Monarchs

Week 6 (10/3): Operations and Production Management
Chapter 9: Managing Service and Manufacturing Operations
Video: *Modern Marvels – The Assembly Line and Modern Factory*

Week 7 (10/10): Starting, Growing and Managing a Business
Chapter 6: Small Business, Entrepreneurship, and Franchising

QUIZ #2

Week 8 (10/17): Human Resources
Chapter 11: Managing Human Resources

Week 9 (10/24): News Reports -- Team News Report Presentations

ADM400 Course Schedule (Cont'd)

Week 10 (10/31): MIDTERM EXAMINATION (in class, 6-9pm)

Week 11 (11/7): Marketing Strategy
Chapter 12: Customer-Driven Marketing
Chapter 13: Dimensions of Marketing Strategy
Video: *Alligator Records*

Guest Speaker: Christine Carr, BridgeSoft

Week 12 (11/14): Marketing and E-Commerce
Chapter 3: Business in a Borderless World
Chapter 4: Managing Information Technology and E-Business

Guest Speaker: Lynne Scott, Makibie

Week 13 (11/21): Contemporary Accounting Issues
Chapter 15: Accounting and Financial Statements
QUIZ #3

Guest Speaker: Joe Lovejoy, Baker, Newman & Noyes CPA

Week 14 (11/28): Money and Finance
Chapter 14: Money and the Financial System
Chapter 16: Financial Management and Securities Markets
Videocase: *The New York Stock Exchange* (p. 489)

Guest Speakers: Skip Ashooh, Manchester Development Corporation
Kevin Clougherty, City of Manchester

Week 15 (12/5): Business Plan Team Presentations

Business Plans Due

Week 16 (12/12): FINAL EXAMINATION (in class, 6-9pm)