



UNIVERSITY OF DETROIT MERCY

College of Business Administration

Presents

“Proposal for Minor in Business”

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University of Detroit Mercy
College of Business Administration

A. Proposal for Minor in Business

The College of Business Administration proposes a minor in Business to serve the needs and interests of University of Detroit Mercy students. The Business minor provides a module of courses that helps students, irrespective of major, entering for profit or not for profit organizations. Those selecting a Business minor have a theoretical and practical competitive advantage.

Students taking this minor have an excellent foundation in business/industry. Those wishing to pursue advanced degrees in business have the necessary background for waiving pre-core requirements in Graduate Business studies.

The Business Minor gives students the fundamental knowledge, skills and competencies in core areas of business. It is created to permit students interested in pursuing a non-business major to gain the knowledge, skill sets and credentials to compete in today's fiercely competitive employment market. This minor also gives a broad understanding of the business process, both for corporate and entrepreneurial businesses.

B.1. Business Minor in a Nutshell

- The Business Minor is developed since we live in an organizational society and each student, regardless of major, is and will become a member of many types of organizations, including for many as an employee.
- The business minor provides fundamental business and management knowledge to undergraduate students in any major outside of business, such as science, engineering, computer science, architecture, psychology, education, health services administration, social work, and criminal justice studies.
- A minor in business advantages students seeking employment by giving them needed tools and skills whether they are seeking initial employment, a change in employment or interested in becoming an entrepreneur.
- It teaches students how to map and manage business processes.
- The business minor allows one to learn the language of business to successfully deal with and influence managers and non-managerial professionals.
- The business minor provides the education that leads to rapid career advancement.
- The business minor allows easy transition to an MBA program.
- An architect is more successful in running his/her own company when he/she understands business concepts and how things work in the real world of business.

A Specific case - Business Minors for Pre-Law students.

- Running a law firm has similarities with running any other business ventures.
- Also, the work of lawyers often requires rendering opinions on legal matters regarding business transactions in general and on banking, insurance, real estate and contracts in particular. Lawyers serve as full time employees to do routine contract and other legal work in Fortune 500 firms, and the young lawyer who has formal academic background (such as a Business Minor) is at a distinct advantage in obtaining and doing such work.
- The above case can be made for Pre-dental, Pre-medical, and other majors.

B.2. Courses for Business Minor

Course Number	Course Name	Credits
Accounting 2010*	Principles of Accounting I	3
Accounting 2020*	Principles of Accounting II	3
Economics 2950*	Microeconomic Principles	3
Economics 2960*	Macroeconomic Principles	3
Business 2310*	Business Law	3
Business 3110*	Organizational management	3
Business 3120*	Principles of Marketing	3

* All of these courses are currently included in the business administration program. None are new.

Total Credits: 21

Course Descriptions

1. Course Number: Accounting 2010
Course Name : Principles of Accounting I

An introduction to the preparation and analysis of financial statements. Specific topics include the accounting model, general purpose financial statements and accounting for assets, liabilities and equity.

2. Course Number: Accounting 2020
Course Name : Principles of Accounting II

A continuation of ACC 201 and an introduction to the use of accounting information for management decision making. Specific topics include determining cash flows, international accounting, and product costing, budgeting and other concepts of management accounting.

3. Course Number: Economics 2950
Course Name : Microeconomic Principles

Study of the scope and method of economics. The course focuses on: the allocation of resources and economic efficiency in production, demand and supply in consumption, pricing system, competition and monopoly, the pricing of factor services, and the distribution of income.

4. Course Number: Economics 2960
Course Name : Macroeconomics Principles

Study of the scope and method of economics. Course topics include: measures and determinants of the level of aggregate income and demand, inflation, employment, economic development; monetary institutions and money supply, monetary policy; taxes, government borrowing; expenditures, fiscal policy, international trade and alternative systems of economic organization.

5. Course Number: Business 2310
Course Name : Business Law

A study of the law as it relates to organizational activity. Material covered includes courts and procedures, sources of American law, the Constitution; administrative law, contracts, business torts and crimes, business organizations including partnerships, limited liability companies and corporations. Also included are regulations placed upon business including S.E.C. regulations and anti-trust.

6. Course Number: Business 3110
Course Name : Organizational management

A study of the evolution and development of the work organization with emphasis on the relations among structures, processes and behaviors of people in organizations. Topics include: structure, processes, and informal organization.

7. Course Number: Business 3120
Course Name : Principles of Marketing

A study of the principles, concepts, functions, institutions and environment of marketing as a social organization that fulfills distribution of goods and services through effective and ethical communication and distribution systems. Marketing topics to be covered include: new product development, market research and demand assessment, promotion, advertising, pricing, distribution, global and internet marketing.

B. 3. Delivery Methods

These courses are offered in the traditional format. Courses are offered during the day-time, with some rotations so they are available in the evenings and weekends. Currently, economics courses are offered in both traditional and online delivery methods.

B. 4. Academic Integrity

- A. Business minor courses are taught by terminally degreed Professors with many years of hands-on experience in their field of expertise.
- B. Courses chosen for this Business minor program are widely considered to provide an excellent present-day foundation in business.
- C. Course syllabi are rigorous, detailed, specific and comprehensive.
- D. All courses are core requirements for Business Majors.
- E. These courses are subject to AACSB, the business accreditation agency, oversight.

B. 5. Special Characteristics of the Minor

The minor is designed so courses meet academic integrity requirements for students majoring in Business Administration and in Accounting. Completion of the minor in business not only adds to the marketability of a student's major degree program, it also prepares the student for further coursework.

- A student completing the business minor can utilize all of this coursework in moving on to acquire a bachelor's degree in business (Business Administration or Accounting).
- The business minor will meet the majority of required business foundation classes for most graduate business degree programs (MBA, JD/MBA, MS Business Turnaround).
- Combined with a student's own major program, the student can enter into graduate programs in their primary field bringing in a unique understanding of the business world (e.g., Information Assurance, Criminal Justice, Computer Information Systems, Health Systems Management, Clinical Nurse Leader, Community Development).

The business minor provides students with insights, tools, and skill sets essential for those entering into their own businesses upon or shortly after graduation.

- Architecture
- Law
- Dentistry
- Engineering
- Counseling
- Psychology

B. 6. Affects of the Minor

- A. This minor increases the effectiveness of some core classes by bringing in additional students.
- B. It is consistent with the UDM President's call for offering new undergraduate options to attract more students.
- C. This minor requires no additional resources.
- D. This enables a broader educational experience for UDM students. E.g., a student in architecture better understands how to integrate customer and supplier needs and learns to consider market value of alternate designs.
- E. It provides different perspectives on solving problems and interacting with people since students have classmates from a variety of disciplines and helps strengthen their overall college experience.

C. Mission

The program enhances our delivery of the university mission statement. In line with the university's strategic plan, this focuses on the quality of our undergraduate program offerings. The College of Business Administration is committed to student-centered education. The business minor provides students of other colleges and non-business degree programs with a better, stronger and clearer understanding of the business community in which our students

study, learn, work and participate. Eventually our students move forth into the business community, locally and globally. The mission promotes the urban context of our community. In what better way can we enhance part of the mission statement than with a formal understanding of the business communities and how they work?

The College of Business Administration's mission statement is to prepare diverse students to serve business organizations and society with competence, compassion and conscience. This business minor enhances our college's promotion of that mission. Our students (in the CBA and outside in other schools and colleges) will become our future leaders. A solid understanding of the ways in which businesses and other organizations work and interact prepares students to take on leadership roles. These leadership roles can be within their individual fields or professions, within the local communities where they live and serve and the wider world community. The knowledge and skills acquired in the business minor can be used in many settings: running a person's own business in dentistry or architecture, serving on a local church board, becoming a member of a city's council or planning board, taking on a leadership position in a professional association, for example.

D. Objectives, Outcomes and Assessment.

D.1. Indicate the program objectives and outcomes.

To provide fundamental knowledge, skills and competencies in various areas of business. To give students an overview of corporate and entrepreneurial businesses. To promote the concept of self employment to our students.

The expected outcomes are:

1. Awareness: Make students fully aware about what it takes to be an employee and employer, thus enabling them to avoid pitfalls in the future.
2. Attitude: Not only are they aware of business in general, they develop realistic attitudes toward competition, customers, and channels.
3. Action: Students acquire a set of skills and business tools, equipping them to make sound business decisions.

D.2. Indicate how the learning outcomes and the objectives of the Minor will be assessed.

1. All course syllabi are periodically reviewed by the undergraduate curriculum committee to ensure compliance. Each course syllabus includes course objectives and instructional methods. Feedback is provided to faculty so the program objectives are covered in the syllabi and in the classes.
2. The College of Business Administration is committed to continuous improvement of our faculty and programs. Faculty meetings provide a forum to discuss and find ways for the improvement of our programs and courses.
3. Instructor's measure, record and report on student performance by specific topics.
4. Co-op opportunity is available to students where they combine classroom theory with practicum.

5. Guest speakers give lectures in the classroom to help shape pro-business attitudes amongst students. Last year at least 35 classes were visited by expert speakers, who addressed students on a wide variety of business topics. Speakers enhance topic coverage, provide networking opportunities and are very popular with students.

College of Business Admission
Syllabus
ACC 201
Principles of Accounting I
(3 Credit Hours)

Term: FALL 2008-09	Instructor: Pat Wirtz
Time : T R 9:55 – 11:10am	Office: CF 224
Room: CF-138	Email: wirtzpt@udmercy.edu
Office Hours: T-R 8:55-9:55 Open 12:35-1:35 by Appt. Other By Request	Phone: 313.993.3327
	Fax: 313.993-1673
	Emergency: 313-993-1200

Required Text:

Financial and Managerial Accounting – Williams Et. al., McGraw Hill 14th Ed.

Course Objectives:

This course is an introduction to the preparation and analysis of financial statements. Specific topics include the accounting model, general purpose financial statements, forms of business organization, and accounting for assets, liabilities, and equity.

Evaluation Methods & Criteria:

The student's grade will be based on two exams (including the final exam), the quiz scores, and computer assignments. Note: There will be NO MAKEUP MIDTERMS OR QUIZZES.

There will be a quiz on each homework assignment.

	<u>% of Grade</u>		
Midterm	35%	90-100%	A- to A
Final	35%	80-89	B- to B+
Quizzes	20%	60-79	C- to C+
<u>Computer Asgmnt.</u>	10%	50-59	D
	100%	under 50	F

Academic Integrity

As members of an academic community engaged in the pursuit of truth and with a special concern for values, students are expected to conform to high standards of honesty and integrity in their academic work. The fundamental assumption under which the University operates is that work submitted by a student is a product of his/her own efforts. The consequences of any act of academic dishonesty may range from failure in a course to dismissal from the University.

College of Business Admission Mission Statements

The College of Business Administration prepares diverse students to serve business organizations and society with competence, compassion and conscience. Rooted in the Jesuit and Mercy traditions, the College champions' academic excellence and good character by encouraging intellectual, spiritual, ethical and social growth.

We achieve this mission by:

- ✓ Encouraging and expecting excellence from students, faculty, and staff in all we do;
- ✓ Helping students to develop knowledge, analytical and critical thinking, and skills to compete in a dynamic global business environment;
- ✓ Teaching students self-reflection, teamwork with diverse peoples, and responsible stewardship for the common good;
- ✓ Delivering quality teaching, research, and service to our University, our profession, and our community;
- ✓ Providing quality bachelor and master degree programs.

Academic Support: UAS provides support services to students qualifying under the Americans with Disabilities Act, including but not limited to test proctoring, note-taking, and adaptive technologies. Students requesting academic support services under the ADA must provide documentation from a qualified clinician to the Director of UAS. Call (313) 578-0310 for more information.

Librarian Consultant for Business Students: The University of Detroit Mercy McNichols campus library contains a variety of reference materials and books on the subject matter. The university also subscribes to a number of database services including some full text services. You may access the library's home page <http://research.udmercy.edu> or call 313-993-1070. For questions or help with business research, you may contract our librarian directly:

Nancy Chesik : email chesiknk@udmercy.edu, phone 313 993-1221, or stop by McNichols Campus Library

Assignments

Week	Chapter	Assignments
1	Chapter 1 Introduction: Accounting and Information Systems	Ex 1-2, 1-3, 1-4, 1-13
2	Chapter 2 Financial Statements	Ex 2-5, 2-6, 2-13, 2-16
3	Chapter 3 The Accounting Cycle	Ex 3-1, 3-2, 3-5, Pr 3-6A
4	Chapter 4 Accruals and Deferrals	Ex 4-1, 4-2, 4-10, Pr 4-8A
5	Chapter 5 Reporting Financial Results	Ex 5-1, 5-2, 5-3, 5-10
6	Chapter 6 Merchandising Activities	Ex 6-2, 6-8, 6-11, 6-15
7	Review and Midterm	
8	Chapter 7 Financial Assets	Ex 7-1, 7-2, 7-9, Case 7-3
9	Chapter 8 Inventories and Cost of Sales	Ex 8-1, 8-4, 8-7, 8-15
10	Chapter 9 Plant Assets and Depreciation	Ex 9-2, 9-7, 9-15, Case 9-2
11	Chapter 10 Liabilities	Ex 10-1, 10-11, 10-15 Pr 10-1
12	Chapter 11 Stockholders Equity	Ex 11-2, 11-5, 11-15, Pr 11-5a
13	Chapter 12 Income and Retained Earnings	Ex 12-1, 12-2, Pr 12-14. Pr 12-2A
14	Off Thanksgiving	
15	Chapter 13	No Assignment
16	FINAL EXAM	Thursday

Computer Assignments

You have to do the 5 following Internet computer assignments:

Internet Case 2.8	Introduction to the S.E.C. and EDGAR
Internet Case 3.5	Researching P.C. Connection
Internet Case 5.5	Researching FORD Motor Co.
Internet Case 8.5	Researching Staples and Safeway
Internet Case 11.6	Researching STAPLES, INC.

College of Business Admission
Syllabus
ACC 202
Principles of Accounting II
(3 Credit Hours)

Term: FALL 2008-09	Instructor: Pat Wirtz
Time : T R 9:55 – 11:10am	Office: CF 224
Room: CF-138	Email: wirtzpt@udmercy.edu
Office Hours: T-R 8:55-9:55 Open 12:35-1:35 by Appt. Other By Request	Phone: 313.993.3327
	Fax: 313.993-1673
	Emergency: 313-993-1200

Required Text:

FINANCIAL AND MANAGERIAL ACCOUNTING, WILLIAMS, 14th Ed, McGraw Hill,
Prerequisite: ACC 201

Course Description and Objectives:

A continuation of ACC 201 and an introduction to the use of accounting information for management decision making. Specific topics include international accounting, product costing, budgeting and other concepts of management accounting. Upon completion the students should have an understanding of such areas.

Method and Evaluation Criteria:

The lecture method will be used in this class. The student's grade will be based on-two exams including the final exam, the quiz scores and computer assignments.

NOTE: There will be NO MAKEUP MID TERM OR QUIZZES.

There will be a quiz on each homework assignment.

	<u>% of Grade</u>	<u>Grade</u>	
Midterm	30%	90-100%	A- to A
Final	30%	80-89	B- to B+
Quizzes	20%	60-79	C- to C+
Computer Internet Assignments	10%	50-59	D
Case Assignment	<u>10%</u>	Under 50	F
	100%		

Academic Integrity

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- Encouraging and expecting excellence from students, faculty, and staff in all we do;
- Helping students to develop knowledge, analytical and critical thinking, and skills to compete in a dynamic global business environment;
- Teaching students self-reflection, teamwork with diverse peoples, and responsible stewardship for the common good;
- Delivering quality teaching, research, and service to our University, our profession, and our community;
- Providing quality bachelor and master degree programs.

Academic Support: UAS provides support services to students qualifying under the Americans with

Disabilities Act, including but not limited to test proctoring, note-taking, and adaptive technologies. Students requesting academic support services under the ADA must provide documentation from a qualified clinician to the Director of UAS. Call (313) 578-0310 for more information.

Librarian Consultant for Business Students: The University of Detroit Mercy McNichols campus library contains a variety of reference materials and books on the subject matter. The university also subscribes to a number of database services including some full text services. You may access the library's home page <http://research.udmercy.edu> or call 313-993-1070. For questions or help with business research, you may contract our librarian directly:

Nancy Chesik: email chesiknk@udmercy.edu, phone 313 993-1221, or stop by McNichols Campus Library.

WEEK OF	CHAPTER	ASSIGNMENTS
1	Chapter 14 Financial Statement Analysis	Ex 14-4,14-5,14
2	Chapter 15 Global Business	Ex 15-1, 15-4, 15-5
3	Chapter 16 Management Accounting an Overview	Ex 16-1, 16-5, 16
4	Chapter 17 Costing Methods –Job Order	Ex 17-1, 17-2, Pr
5	Chapter 18 – Process Costing	
6	Chapter 19 Target Costing and Value Added	Ex 19-1, 19-3, 19
7	Chapter 20 Cost Volume Profit Analysis	Ex 20-1, 20-2, 20
8	MIDTERM	
9	Chapter 21 Incremental Analysis	Ex 21-1, 21-3, 21
10	Chapter 22 Responsibility Accounting	Ex 22-1, 22-2, 22-3
11	Chapter 23 Operational Budgeting	Ex 23-4, 23-6, 23
12	Chapter 24 Standard Costs And Variance Analysis	Ex 24-4, 24-6, 24-9
13	Chapter 25 Rewarding Business Performance	Ex 25-1, 25-4, 25-5
14	Chapter 26 Capital Budgeting	Ex. 26-1, 26-2, 26
15	Off Thanksgiving Thursday	
16	Review	
17	Final Exam	

COMPUTER ASSIGNMENTS

Internet Case

14.6	Internet Research
15.4	Foreign Trade Zones
16.4	Calculating Cost of Goods Manufactured-PFIZER Co.
19.4	Value Chain - Manufacturing Engineering
20.5	Investor Information - Ford Motor Co.

College of Business Admission
Syllabus
ECN 295-01
Micro Economic Principles

Instructor : Raphael Shen,S.J.

[B-314, (313) 993-1738]

Class meets: M, W & F @ 11:00-11:50

B 351

Text: William Baumol & Alan Blinder Micro Economics: Principles and Policy. Any edition would be fine. [It would be fine if you acquire an earlier edition such as the 9th, 8th, 7th or even the 6th instead of the newest edition; for a theory course like this one, usually the newer editions contain more non-essential materials than earlier ones]

Office Hours: Please feel free to make meeting arrangement(s). Or, decide on a meeting Time/place with me before or after class. Students find that the most expedient way to reach me is via e-mail [shenrs@udmercy.edu] since I do check my e-mail numerous times each day. However, if you wish to reach me by e-mail, please type in "ECN 295" in the "subject" box as I routinely delete e-mails sent from unknown e-mail addressed. Typing in "Economics 295" lets me know that it is from a student. Aside from that, you may also phone: 993-1055 or 993-1000 and leave a message. There is a long recorded message to 993-1000 (one minute and 10 seconds!). As soon as the recording kicks in, press "0" and you will be connected with the operator instantly. Please leave a message at either number and I shall return your call a.s.a.p. If needed, I can also meet with a student in need on weekends.

Course Objective: That the students master all important concepts, relationships, and rational basis behind a decision maker's economic behavior and be able to apply them with relative ease and understanding. Basically, via model analysis, this course attempts to attain a basic understanding of the THEORY governing various aspects of human behavior regarding consumption, production, distribution, pricing, and exchange.

Quizzes/exam: There will be periodic quizzes [beginning on Jan. 16th] --pending on the amount of materials being covered during class periods--and a final exam.

Grading: Quizzes account for 70% of the course weight. The final exam counts for the remainder 30%.

93 or better = A
80-84 = B
66-69 = C
58-60 = D

89-92 = A-
75-79 = B-
62-65 = C-
Below 58 = F

85-88 = B+
70-75 = C+
60-61 = D+

Course Requirements: Students are expected to pre-lect the class material and should always be at least one step ahead of the material to be covered in class. Although completing the teacher/course evaluation form is not required, students are strongly encouraged to complete the evaluation form

on-line toward the end of the semester. The information garnered therefrom can be beneficial to both the instructor and to future students who take this or other courses with the instructor.

Classroom decorum: There should be no food consumption during class periods. Cell phone must be turned off [unless for justifiable reason(s) cleared with the instructor beforehand]. Remove caps/hats upon entering the classroom. Only simple calculators may be used during a quiz/exam.

Order of presentation and tentative schedule: Since students may have different editions of the same book, the tentative schedule lists chapter headings rather than chapter numbers.

Tentative schedule:

Weeks	Chapter(s)
1	Intro. What is economics
2	The U.S. economy
3	Scarcity and choice
4	Supply and demand
5	Consumer choice
6	Demand and elasticity
7	Production, input and cost
8	Production, input and cost
9	Output, price and profit
10	Perfect competition
11	Price system & Laissez-faire
12	Monopoly
13	Monopolistic competition And oligopoly
14	Market mechanism: Shortcomings
15	Real firms and financing
16	Pricing factors of product
17	Labor: the human input
18	Exam week

College of Business Admission
Syllabus
ECN 296-01
Macro Economic Principles

Instructor: Raphael Shen, S.J.

Office: Briggs 314 (313)993-1738

Class meets: M, W & F @ 11:00-11:50 B351

Text: William Baumol & Alan Blinder Macro Economics: Principles and Policy, 10th edition. [It would be fine if you have 8th or 9th or even earlier instead of the newest edition]

Office Hours: Please feel free to make meeting arrangement(s) with me before or after class. I can meet with a student in need of assistance in the evenings as well as on weekends, provided the time is convenient for both the student and myself. Since needs for consultation may arise at unforeseen times, students have found it most convenient and expeditious to reach me via e-mail. My e-mail address is: shenrs@udmercy.edu I do check my e-mail quite frequently. However, as I routinely delete incoming e-mails from unknown addresses, please type “Economics 296” next to “Subject.” I shall surely open it and respond to it promptly. Students may also leave a message for me, either in my mailbox in the main office or over the phone. One of the phone numbers is (313) 993-1000. There is a long recorded message to that number (one minute and 10 seconds!). But, as soon as the recording kicks in, press "0" and you will be connected to the operator instantly. Another number where you may leave a phone message is (313) 993-1055. I do return calls once I receive any message.

Course Objective: That the students master all important concepts, relationships, and reasoning’s behind the structure, functioning and performance of an economy on the aggregate level. Basically, via lectures and discussions, this course attempts to attain a basic understanding of the THEORY governing diverse aspects of the workings of a given economy and its growth .

Quizzes: There will be periodic quizzes, pending on the amount of materials having been covered during class periods, and a final exam. A forthcoming quiz will be made known to the class at least two days prior to the quiz itself. No make-up quiz will be given. Any unexcused absence from a quiz counts as an “F.”

Grading: Quizzes account for 70% of the course weight.
The final exam counts for the remainder 30%.

93 + = A	89-92 = A-	85-88 = B+
80-84 = B	75-79 = B-	70-75 = C+
66-69 = C	62-65 = C-	60-61 = D+
58-60 = D	below 58 = F	

Course Requirements: Students are expected to pre-lect the class material and should always be at least one step ahead of the material to be covered in class. Read before class. Attend class. Take good class notes. Review class material. Practice with exercise questions at the end of each chapter to ensure ability and ease in correctly solving problems and in applying theory to practice.

Student course evaluation: Student course evaluations are an important source of information for curricular and teaching improvement in the College. As such, all students enrolled in CLAE courses are asked to complete an online course evaluation. You will receive e-mails explaining how to complete the evaluation online. In addition, your instructor will remind you of the deadline for completing this course requirement.

Order of presentation and TENTATIVE schedule: Please note that the word “tentative” is in capitalized form. The pace of course material being covered in class is a function of ability to grasp it by the class as a whole. The instructor will neither tarry over materials which are more easily understood by the class as a whole nor rushing through subject matters over which the class finds it more complex. The tentative schedule, therefore, is tentative. Since students may have different editions of the textbook and therefore different chapter-headings, topics instead of chapter numbers are listed below.

TENTATIVE schedule:

Weeks	Chapter(s)
1	The realm of macroeconomics
2	The goals of macroeconomic policy
3	The goals of macro. Policy cont'd.
4	Economic growth: theory/policy
5	Aggregate demand & the consumer
6	Demand-side equilibrium: Unemployment and inflation
7	Supply-side equilibrium: Unemployment and inflation
8	Managing aggregate demand
9	Fiscal Policy
10	Money & the banking system
11	Monetary policy and the national economy.
12	Debate: Monetary or Fiscal policy?
13	Fiscal/Monetary policies & growth
14	Inflation and growth :Phillips curve
15	The U.S. in the world economy
16	The international monetary system
17	Exchange rates and the macro-economy.
18	Exam week

**COLLEGE OF BUSINESS ADMINISTRATION
BUS231
Business Law**

Credit Hrs.: 3 **Section:** 01

Prerequisites: None

Permission of Instructor: N/A

Room No.: CF 228 **Days/Hours:** M-W-F 9:00

Web Page: N/A

Instructor Information:

Name: J. G. Boettcher **Title:** Prof.

Office Location:

CF - 144 Office Phone: (313) 993-1199 **Office Hrs.:** M-W.F. –
7:30

**and 11:00 and
by appt.**

Where to Leave Assignments: CF-144

Emergency Phone: (313) 993-1199 **E-Mail:** Boettchj@udmercy.edu

Fax Number: (313) 993-1673

Texts. Readings, Material:

Business law by David Twomey and Marianne Jennings - Thompson (South-Western (West)
2004

Required Readings:

All readings assignments noted in the syllabus are required reading. Note that material from the reading assignments may be on examinations even if it is not specifically noted in class.

Supplementary Readings

At times newspaper and magazine articles may be assigned for reading. These depend, obviously, on relation to the course material, time of publication, etc.

Course Description:

A study of law as it relates to organizational activity. Emphasis is placed on current legal systems, together with evolving problems or trends within the law. Primary emphasis is placed on the legal structure, the court systems, civil and criminal procedures including the appellate procedure, the sources of American law, the Constitution and Administrative Law as it applies to business, contracts, business torts and crime as it relates to business, and the proper forms of business organizations including sole-proprietorships, partnerships and corporations.

Course Objectives:

This course is not designed to turn the student into an attorney or to make the student an expert in the law. It is designed to remove the mystique which surrounds the law – especially that which has been created by the media. It is also designed to introduce the student and to familiarize the student with our legal system, including the different court systems and the procedural systems used by the courts. It is organized to introduce the student to the problems that currently beset the business community, the origins of those problems, the consequences anticipated and, basically, what is to be expected in the future. The student should come to an understanding of the dangers to be encountered with such problems as changes in corporate structures, mergers and acquisitions, changes in employment responsibilities, civil rights considerations and violations, harassment problems, early buy-outs, forced retirements, etc. At the end of the course it is hoped that the student will be familiar with not only the problems to be encountered in the business world, but the language and legal thinking surrounding these problems.

Ethical Considerations:

The law forms the basis of the rules by which we live. As such, while we might attempt to read the law and strictly interpret it, there is always an ethical aspect which surrounds it. For example, we may not always agree with the jury's decision in a criminal case, but we must come to realize that the members of a jury are bound, ethically, to do the task assigned. They are not free to choose their own rules. Ethics forms the basis for tort law. Society is based on a set of norms regarding our responsibilities to others. If we violate these responsibilities we are disregarding our ethical responsibilities. In contracts there is an ethical responsibility which directs the formation of the contract and the execution of the contract. Ethics and the law, while seeming to be at opposite ends of a polar structure have a common denominator.

Global Considerations:

One cannot examine the law without also considering the fact that our legal system does not extend to other parts of the world. When we examine our legal system, our court system and our procedural systems we must realize that other countries do not have the same systems and procedures. As our business world assumes an international dimension we have to be cognizant of the fact that international business problems can't always be resolved by American law and by American courts. Contracts formed by an American company with a foreign subsidiary might not be based on American laws. Tort responsibility has become an international problem. American

companies are not free to manufacture and sell products abroad with tort immunity. Each area of the law, then, will be examined and attention will be drawn to the global aspects.

Instructional Method:

This course is conducted by lecture only. There are no team projects or presentations. It is thus necessary that the student be present in class and prepared for the day’s material. This will necessitate reviewing the reading assignments. All students are expected to participate, and this can be accomplished by answering questions, asking pertinent questions, introducing current material, and even, if possible, presenting personal experiences as these relate to the class material. Course calendar/Schedule

Date	Chapter	Material
Week 1	1-2	Rationale for the course Introduction to the legal system Problems in interpreting legal
Week 2	1-2	Ethical versus legal problem Misconceptions concerning the legal process The media and the legal system Introduction to the Michigan Court system Jurisdiction and venue problems The Law and Equity relationship The establishment of Tribal Courts in Michigan
Week 3	2	The Court of General Jurisdiction Michigan Circuit Court “General Jurisdiction Cases at “Law” Cases of “Equity”

Michigan Circuit Court system

- A) Civil Division
- B) Criminal Division
- C) Family Division

Inferior Courts in Michigan

- A) District Courts
- B) Municipal Courts
- C) Small Claims Division

D) Landlord Tenant Division

Court Referees and Court Judges

Sept. 12 2

Superior Courts

- A) Court of Appeals
- B) Michigan Supreme Court

The Appellate process

Introduction to the Federal Court system

Sept. 14 2-3

Comparison of Michigan Circuit Court

and the Federal District Court
Federal Jurisdiction

Other Federal Courts
The Federal Court of Appeals

Sept. 17 4

The U.S. Supreme Court
Getting a case before the Court

Granting “Certiorari”

Sept. 19 4

Moving a case from the State Courts to

the Federal Court
Politicizing the Court

Sept. 21	4	Civil Litigation Relationship of the parties The “Pleadings Stage” <ul style="list-style-type: none">a) Filing the Complaintb) Answering the Complaintc) Default”
Sept. 24		The “Discovery Stage” <ul style="list-style-type: none">a) Interrogatoriesb) Depositionsc) Subpoenasd) Subpoenas Duces Tecum
Sept. 26	4	Mediation The ‘Trial Stage’ <ul style="list-style-type: none">a) Status Conferenceb) The “PreTrial” Trial procedure Jury selection – (Voir Dire)
Sept. 28	4	Opening statements Presentation of evidence Examination of evidence Examination of witnesses Closing statements Jury instructions
Oct. 1		Criminal Procedures <ul style="list-style-type: none">a) The arrest and Arraignment on the Warrantb) The Preliminary Examination<ul style="list-style-type: none">c) Arraignment on the Informationd) Plea Bargaininge) The Trial Grounds for mistrial

EXAMINATION WEEK

Check the Final Exam *time*. It is not the same as a regular class period

Tentativeness of Schedule:

Every effort will be made to keep abreast of the schedule, but it is to be noted that there is the possibility of change. There can be adjustments because of class progress, reviews, examination review, etc. This can also effect the dates assigned for examinations. These also can be changed. Where possible additional material might be added.

COURSE POLICIES:

Student Evaluation Procedures:

No grading curve is used. As noted, there will be no team projects or presentations. There will be no term papers. The final grade will be determined by the performance on three examinations and by class work. The final grade will be based on the following grade specifications:

A - 94 plus	1 st Examination = 30% of grade
A- - 90-93	2 nd Examination = 30% of grade
B+ - 87-89	3 rd Examination = 30% of grade
B - 84-86	Class work = 10% of grade
B- - 80-83	
C+ - 77-79	
C - 74-76	
C- - 70-73	
D+ - 67-69	
D - 64-66	

Example:

If a student receives 75 on the first examination, 80 on the second examination, 85 on the third examination, and a "C" for class work the grade is determined as follows:

75 x .30 = 22.5 points
80 x .30 = 24.0 points
85 x .30 = 25.5 points
Plus 4 points for class work
Total: 76 points

FINAL GRADE = "C"

Method of Grading Class work:

Class work is graded using the same scale that is used for exams. A student receiving an “A” for class work will be credited with 10 points. A student receiving a “ “ “ B ” for class work will be credited with 7 points, A student receiving a “C ” for class work will be credited with 4 points. A student receiving a “D ” for class work will be credited with 1 point.

Missed Examinations:

If a student misses either the first or second examination the final grade will be determined by the grades on the remaining examinations. If a student misses both the first and second examination the final grade will be an “F” All students must take the third examination. If a student misses the third examination the grade assigned will be an ”I” and this is subject to the College regulations for removal.

If a student delays taking the third examination a penalty of ten (10) points will be imposed.

Extra Credit:

There are no provisions for any extra credit. The final grade will be determined solely on the performance on the three examinations plus the grade for class work.

Academic Integrity Statement:

Consult “Academic Integrity” on page 285 of the Catalog

Policy on attendance and tardiness:

All students are expected to be in class on time and prepared for the day’s material. It is understood that there may be emergencies and a student might miss a class, but consistent or regular absences will not be tolerated.

Students will be in class on time, and Students will not enter the classroom once the lecture has started not will they leave early unless prior arrangements have been made.

Students are expected to maintain proper decorum. Students will not sleep in class or prepared work for other classes. NO caps will be worn. NO smoking is allowed. Students will not bring lunches to class. Water is permitted.

College of Business Administration
BUS 311
Organizational Management

Class: C&F 139

MWF 10:00pm

Instructor: Larry J. Bossman, Ph.D.

Office: C&F 119

Telephone: 248-644-5598

Hours: Before class

or

E-mail: lbossman@comcast.net

by appointment

Text: Jones, Gareth R. and Jennifer M. George, *Essentials of Contemporary Management*. New York, N.Y.: McGraw-Hill/Irwin, 2008, 3rd Edition.

Course Objectives:

BUS 311 is a survey course intended to investigate the evolution of management thought and practice and the corresponding behavior of organizations. Many aspects of this evolution serve as foundations of today's U.S. and international organizations in business, education, industry, and health care.

Our primary objectives are to learn about the origins of various concepts of organizational structure, processes, the role of management, and concepts of employee motivation, as utilized within each phase of this evolution. From evolutionary development, we attempt to understand our current situation . . . as it continues to dramatically change within our immediate and global environments.

In addition to increasing our knowledge of these topics, efforts will be made to improve our writing skills and interpersonal skills through the use of experiential exercises and mini-case analyses.\

Course Requirements:

Assigned text readings and material presented in lectures will be vital for the exams which occur at the end of each of the three major sections of the syllabus (see following page). Class participation is required; thus class attendance is necessary.

Course Grade:

The final grade for BUS 311 will be based on the following proportions:

Exams: 70%

Assignments: 20%

Attendance: 10%.

In the event of missing an exam, please telephone the instructor and he will set a day on which the exam can be taken in the general office of the C&F Building.

**College of Business Admission
Syllabus
BUS 312 Marketing Principles**

Fall 2008 - 09

M.D. Bernacchi
Office: CF 206
Class Timing: T, R 9:55 – 11:10am
Phone number: 313- 993-1116
Office hrs: After class and by appointment.

Prerequisites: Junior standing.

A study of the principles, concepts, functions, institutions and environment of marketing as a social organization that fulfills distribution of goods and services through effective and ethical communication and distribution systems. Marketing topics to be covered include: new product development, market research and demand assessment, promotion, advertising, pricing, distribution, global and internet marketing and research.

I. MATERIALS

Text - McCarthy & Perrault (16th ed.), **Annual Editions** - (08-09) and **Handouts** upon **Handouts** upon **Handouts** upon...They come from every imaginable Source, Including are the **Scopes**

II. COVERAGE

<i>Topic</i>	<u><i>M&P</i></u>	<u><i>AE</i></u>
Ethics	22	11-14
Students are responsible for this ethics component in each segment of this course.		
Marketing Starts	1-3	1-10
Opportunities/Info/Research	4-5	15-17
Consumer Behavior	6-8	18-22
	Thing #1	
Marketing Plan & Strat.	-----	23
Product/Services	9, 10	24 -26
Distribution	11-13	31 - 33
Ethics (again)	22	11-14, again
	Thing #2	
Marketing Communication	14-16	34-37
Pricing	17-18, Appendix B	38-40
Globalness	-----	41-44
The Plan (s)	19 – 21	23, again
Ethics (Again & Again)	22	11-14, again

Thing #3

III. SPECIAL ACADEMIC FOCUSES

- Welcome to the *fall marketing* season from **BTS** to the **Holiday Season**. We will consider such keen marketing events activities the **Beijing Olympics, BTS, Labor Day, Grandparents Day, The World Series, NASCAR's** playoffs, the start of the **NBA & NHL** seasons, **Halloween, Thanks giving, Black Friday AND Chanukah, Xmas & Kwanzaa** and, how. How about **SB XLIII**?
- The continued growth development of the “online” market and the new economy will continuously be addressed
- **Ethical considerations, Globalness and Critical Thinking will be constants during the term.**

IV. GRADING

Thing #1	-	25%
Thing #2	-	25%
Final Thing	-	25%
Assignments	-	<u>25%</u> (or a tad more if exceptionally well done, 2 to 4 in #)
About	-	100%

To receive full value for assignments, they **must** be **complete, timely** and **typed**. Incomplete and/or un-typed assignments will not be accepted! Late assignments will receive ½ their graded value.

ABOUT RESEARCH & PRESENTATION

Dear Students:

Increasingly, it has come to my attention that we as faculty (Mike included) have failed to encourage, and yes, demand *research* and its *presentation* in proper written and oral forms. Hence, I have itemized the requirements of acceptable secondary (library) research **and** it's presentation. (Please note, *not all* research projects will be orally presented. You will be informed in a timely manner if an oral presentation is needed.)

Secondary Research Requirements:

1. **Internet** research can be used if it is a replication of an existing publication. (**JRNL of Advertising, Bus Week, NYT, WSJ, DFP, DN**, etc. Widely used and accepted **Internet only** publications are OK as well WATCH OUT FOR UNCONNECTED BLOGS and other toilet tissue trappings available in **AL Gore's** web. (The last say so on the acceptability of a source. belongs to yours truly). An official government or an organizational pub (from the **Department of Commerce, GM, the American Marketing Association**, etc) is all examples of OK sources, too. Nonetheless again, we state that there are many duffs sites. Please critically evaluate ALL web sites b-4 using them.

2. Journal articles/periodical publications (including newspapers) are overwhelmingly preferred to books! Books especially texts are “old news” (Where possible, a mix of scholarly, professional & popular publications is best.) As a matter of fact, almost *never* will a book be an acceptable source (unless there is NO better contemporary source). Currency of publication is always an issue of concern. Please DO NOT use your instructor’s contributions (wherever they may occur) as part of your research. The **Scope** for all of its contemporary value is NOT to be used as a scholarly work b/c it is NOT!
3. NEVER duplicate a table or chart from another work. NEVER! Reprocess AND reinterpret that table or chart and properly cite to the original work. To duplicate another’s work whether re-typed or “taped on” is PLAGIARISM.
4. All secondary research no matter how brief must have a reference sheet with a MINIMUM of 5 sources unless else wise indicated.
5. Please “DO NOT” use neither lecture notes nor **Scopes** as secondary research sources!

Presentation Mandates:

6. *ALL* work must be typed/word processed, completed and *ON TIME!* For Full Credit. Assignments 1 day late will receive ½ credits (see item #2, again). ZEROS will be the grade earned for Missing in Action Papers (MIAPs). (If you're sick, out of the country or die before your assignment is due, YOU are *still responsible* for delivery of that assignment by the due-date if you desire full credit.) Please avoid the trap of a “no show” on the day an assignment is due, there is no credence or credit given to a NO SHOW. The same rules apply as though you were there.
7. Please *always* have a formal cover-page.
8. Please develop an Executive SUMMARY (1 or 2 paragraphs) for your paper and make it your paper’s 1st page. An Ex Summary IS a *content-specific* summary of your paper, not some generalized gobbledygook. An "Executive Summary" gives the reader *all* of the *content highlights* w/o reading the paper. Rest assured, however, I *shall* carefully read your paper.
9. Always, but ALWAYS, write using subtitles/subheads in your paper and paginate your work. Your reader(s) need them. "Roll On" papers w/o “subs” ask to be downgraded. They are thoughtless, rather than being thought provoking.
10. Make sure you have a properly formed and a complete *Reference Sheet*. Listed works will ONLY be those *actually* used in your paper. This is not a *Bibliography*, hence, don't railroad ("featherbed"). I have no desire to know about works consulted only those used.
11. Please have an APPENDIX for ALL referenced (or used) materials. Make sure that they are properly labeled and paged. One more time, please follow this form. ALL REFERENCED/USED materials MUST BE appended!! Making an appendix table of contents is a GREAT idea.

12. ALL citations must take the form of the "SAMPLE COPY" below. Author's name(s), pg to citation and year of publication are all necessary. Whether a citation is *specific or not*, or whether it is *direct or not*, please *always* use the same form remembering there is **Turabian, APA, AMA**, & then there is Bernacchi (provided below). A partial reference sheet is also sampled on the next page.
13. When oral presentations (rarely if ever in Biz 312) are required, students *must* provide handouts if appropriate (probably, they are) overheads, **Power Point** etc. Students must be well-prepared. The quality of the presentation (informational, verbally and visually) WILL impact your grade (favorably or not) for that project/paper. Make your visuals content savvy. Make ALL visuals READABLE. If I *can't* read them *from the back of the room*, THEN they are NOT readable and are a waste of you and your colleagues' time and effort. Please *never* present #'s during your presentation with out visual documentation. And, any oral presentation that is nothing but a reading of #'s *without* great insight and interpretation is likely a waste of everybody's time, especially yours.
14. Please never duplicate a table nor chart from another source and present it on a screen, a handout etc. Reprocess it, reinterpret it, rework it and properly cite it. (In large part this is a restatement of #3.)

GENERAL ATTENDANCE & RELATED ISSUES

1. When a class is missed, please be kind enough to make use of YOUR colleague network to fill the void of that class. We don't have a 1-800-mikelectureline, nor a degree.com/connection. Though, granted, some of you would say that the "value" difference between being in Mike's class and not is imperceptible and you might be right. What we don't have in excellence we "make up" in the poundage of our mutual presence.
2. There is NO *extra credit*, only extraordinary output. There is ONLY real time & real assignment credit. Your *extraordinary* time & effort will hopefully yield an extraordinary output.
3. Please be on time for class. Tardiness is disruptive. Don't force a *lockout* by me. We will not be tolerant of tardiness with the exception of an earthquake, a hurricanes, a presidential visit to UDM, etc.
4. Please TURN OFF all phones, pagers, beepers B-4 class. Their resonance is a "sure fire" exit from that class that day. *Nobody* is that important (and that includes me) that they must be "connected" during class. If your pregnant and momentarily "expecting" or in wait for your **Nobel** Prize call, you still can silence your machine and "get the feeling" in a different manner at a different time. THX!

SPECIFIC ATTENDANCE POLICIES, ALL SESSIONS

For sessions that are 7/8 weeks long and meet twice a week, 3 misses results in a 1/2 grade reduction, automatically. Each additional miss costs 1/2 grade per miss.

For sessions that are 10 weeks long, 2 class absences automatically reduces your final outcome by 1/2 grade. For every miss, thereafter, it is another 1/2 grade.

For sessions that are 15 wks long and meet once a week, 3 misses guarantee a 1/2 grade reduction at final marking time. Each additional miss means 1 more downward 1/2 grade per. (Students with 2 meetings per wk lose a 1/2 grade on missed class #6 If I am able to detail it and 1/2 grade for each missed class, thereafter.

For 15 wk sessions, that meet twice a wk, 5 misses guarantees 1/2 grade diminution with EACH miss thereafter costing another 1/2 grade.

Children in Class Policy

During summer 2000, a parent brought his/her toddler to class. While I had no formal policy regarding "kids in class", my class was not happy with this child's attendance. Please use your head. Babysitters must be found or perhaps the University should be encouraged to provide child care. While **UDM** is family friendly and espouses family values, **NO KIDS IN CLASS!!**

Thank You for your Time, Consideration and Patience.

Sincerely,

Mike Bernacchi (No B.S)