

MORAVIAN COLLEGE FALL SEMESTER, 2015 PROF. GALEN GODBEY
COURSE SYLLABUS FOR MANAGEMENT 190: BUSINESS AND SOCIETY

OFFICE HOURS: Wednesdays 10AM-Noon and by APPOINTMENT, ROOM 205B, COMENIUS HALL

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COURSE DESCRIPTION: This course will introduce you to the key aspects of doing business in the United States and in most other technologically- advanced and affluent nations. It will consider and compare various economic systems, and the different parts and processes of businesses. You will read about and discuss the interaction of business and government, and the values of the society in which they operate. Marketing and Branding, Productions, Operations and Information Systems and Human Resources will be introduced and contemporary issues explored. The Social/Cultural, Legal/Political, Technological and Economic environment of business will be examined. The role of business in a rapidly globalizing environment, where all nations are threatened by global ecological crisis, will be examined. The essential role of government in subsidizing and regulating business, while permitting adequate latitude and incentives for entrepreneurial behavior, will be considered.

In addition to the above statement, there are three major goals for this course:

1. to improve your understanding of business and U.S. society;
2. to improve your written and spoken English;
3. to help you develop team skills through your course project

Required Texts:

Business Now by Amit Shaw, McGraw-Hill Publishers, 2011; ISBN 978-0-07-337728-5

Grading and Course Policies:

Students are expected to attend all classes – all classes!

Unexcused absences will lower your grade for the course. Students should read the day's assignment as indicated on the course syllabus before coming to class. Students should complete all assignments by the due dates and present them in a professional manner. Students should take exams as scheduled. Make-up exams must be approved in advance, and will not be granted unless you have a compelling reason, e.g., a college varsity sports event, an illness for which you had to see a doctor or were hospitalized, etc. Make-up exams may be more difficult than the original exam because of the extra preparation time afforded by the make-up exam.

There will be 4 quizzes and a final exam as scheduled by the Registrar. Each quiz will count 10% of your final grade; the Final Exam will count 15% of your final grade. 25% of your final grade will determined by your team's oral presentation of its business plan (course

project) and your written version of that plan. The remaining 20% of your grade will be determined by attendance and participation in class discussions.

Policies on academic honesty will be enforced. Refer to the student handbook for details on these policies. If you are having trouble in the course, please come and see me: I am here to challenge you intellectually, but I am also here to help you succeed. Don't risk your honor and good name by cheating.

Do not come to me at the end of the course and say, "Please Professor, I must have an "A" to keep my scholarship!" even though you have only scored a "C" for the course. You will receive the grade you have earned: your country needs people who are competent, and while I care about each of you as a person, the entire scholarship program will lose its credibility if students get high grades, but cannot perform effectively as professionals. If a student's score is very close to a higher grade, I will look at your class attendance and participation to determine whether I will allow the higher grade.

Disability Support Services: Appropriate accommodation for students who have documented learning disabilities will be made. Please contact Elaine Mara, Assistant Director of Learning Services for academic and disability support. Ms. Mara is located on the first floor of Monocacy Hall (610-861-1401). Accommodations will not be provided until authorization is received from the Academic Support Center. Students with other needs or concerns are encouraged to make an appointment with Dr. Ronald Kline in the Counseling Center, which is located at 1307 Main Street (610-861-1510). Please refer to the Moravian College Student Handbook under Academic Resources for more information.

Weekly Course Schedule and Reading Assignments

Week of

1 September: Review Course Syllabus; Read Shah, Chapter 1; Discussion of Saudi- U.S. Relationship and King Abdullah's Vision for Your Scholarship Program ; Discussion of Globalization; Discussion of Liberal Education in a Democratic Society

8 September: Read Shah, Chapter 2; Teams Organized for Course Project on Starting a Business or a Non-Profit Charitable Organization; Diagnostic Quizzes and Oral Presentations

15 September: Shah, Chapter 3; Quiz #1 on Key Terms for Ch. 1, 2, and 3 of Shah; Schedule for Oral Presentations in Class Distributed; Follow-Up Discussion on Topics from Weeks 1 and 2

22 September: Read Shah, Chapter 4; 11 Individual Student Presentations (3 Minutes Each)

29 September: Read Shah, Chapter 5; 11 Individual Student Presentations (3 Minutes Each)

6 October: Read Shah, Chapter 6; Quiz #2 on Key Terms for Chapters 4, 5, and 6; 6 Individual Student Presentations (3 Minutes Each); Progress report on Course Project due (1 page)

13 October: Read Shah, Chapter 7; 6 Individual Student Presentations (3 Minutes Each)

20 October: Read Shah, Chapter 8; Teams 1, 2, 3, and 4 Orally Present Draft Business Plans for New Business or Non-Profit Organization

27 October: Read Shah, Chapter 9; Teams 5, 6, 7, and 8 Orally Present Draft Business Plans for New Business or Non-Profit Organization; Quiz #3 on Key Terms for Chapters 7, 8, and 9

3 November: Read Shah, Chapter 10; Team Meetings to Prepare Final Project

10 November: Read Shah, Chapter 11; Team Meetings to Prepare Final Project

17 November: Read Shah, Chapter 12; Quiz #4 on Key Terms for Chapters 10, 11, and 12; Student Oral Presentations of Final Course Projects– Teams 1 and 2

24 November: Student Oral Presentations of Final Course Projects – Teams 3 and 4

1 December: Student Oral Presentations of Final Course Projects –Teams 5 and 6

8 December: LAST WEEK: Student Oral Presentations of Final Course Projects –Teams 7 and 8; Final Written Student Course Projects Due; review for Final Exam

Final Exam Week: The Final Exam will cover all assigned readings, class lectures, and discussions. It will be scheduled by the Registrar for the week of 14 December. The Exam must be taken at the assigned time, unless approval for an alternative date is secured from the Dean (and the student must have a very strong reason to win the Dean's support).

Happy Holidays!