

ARE 3215 Syllabus

Business Management

Spring 2019

Instructor: Tim Murray

Classroom: Jones 229

Office: Young 318

Office Hours: By Appointment

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Textbook

Foundations of Business, 5th Edition by William M. Pride, Robert J. Hughes, and Jack R. Kapoor

The textbook is not required but the notes we use in class are based on this book and can be helpful for those who want to enrich themselves further in the material or have plans beyond this class where it might be helpful

Course Objectives

This course is a survey of many of the different aspects faced when running a business and will place an emphasis on the use of social media and technology to prepare for the 21st century business environment.

The topics covered in the course will be:

- Understanding how to use economics to make better decisions
- Small business, corporate business, and global business
- Organizational Management
- Marketing, Human Resources, Information Technology, Accounting and Finance
- How to use social media and technology effectively in business
- Preparing a business plan

Grading and Assignments

Homework/Quizzes	25%
Exam	25%
Business Plan	50%

Grading Scale

A	93-100	C	73-76
A-	90-92	C-	70-72
B+	87-89	D+	67-69
B	83-86	D	63-66
B-	80-82	D-	60-62
C+	77-79	F	0-59

Homework and Quizzes

There will be occasional homework assignments that will be assigned based on specific things covered in class. They will be announced in class as well as HuskyCT and will have one week to complete the assignment.

There will be a short weekly quiz each Friday (unless otherwise announced) that will cover the material

that we have discussed to reinforce it. The lowest quiz grade will be dropped.

Business Plan

Everyone will be required to create their own business and submit their own business plan. Each of the topics in the class relates to different sections of the business plan. See next page for more details.

Exam

There will be one midterm exam. In the event you must miss the exam, you must speak with me prior to the exam and we can arrange a make-up date. Any excuses after the exam date must come from the Office of Student Services and Advocacy. For more information please see www.ossa.uconn.edu

Course Topics

The following is a *tentative* list of concepts and topics that will be discussed throughout the course along with the corresponding chapters in the book. Occasionally there will be additional readings from the Wall Street Journal and other relevant sources that may be assigned and discussed that will add real world value to the topics discussed in the textbook. Any changes be announced on HuskyCT

Topic	Textbook
Business and Economics	Chapter 1
Types of Business	Chapter 4
Small Business and Entrepreneurship	Chapter 5
Introduction to Management	Chapter 6
Organizational Management	Chapter 7
Exam	
Ethics	Chapter 2
Operations Management	Chapter 8
Marketing	Chapter 11-13
Human Resources	Chapter 9-10
Information Technology	

Business Plan

- It can be any business you choose but you must clearly define it
 - Non-Profit
 - Proprietorship
 - Partnership
- Plan must include the following sections
 - Executive Summary
 - Mission Statement
 - Management and Ownership
 - Target Market
 - Company Summary
 - Products Offered
 - Start-Up Needs and Costs
 - Business Environment Analysis
 - Operations
 - Staffing/Personnel Needs
 - Organizational Management
 - Supply-Chain Management
 - Detailed breakdown of how you will produce and distribute your product
 - Marketing
 - Market Segmentation
 - Clearly define who you are targeting
 - Demographics
 - Include Data
 - Target Market Strategy
 - How are you going to reach your target market?
 - Must include marketing/advertising strategy
 - Must include how you will use social media
 - Facebook
 - Twitter
 - Instagram
 - Snapchat
 - *Must create and maintain one social media account*
 - Need to explain why you chose the one use
 - Industry Analysis
 - Detailed breakdown of the industry (stats)
 - Industry Trends
 - Competitors
 - Complementary Industries
 - Human Resources Policy
 - Attachments and Milestones

Must include a references page and use credible sources and data when preparing the business plan

Milestones for the Business Plan

- Business Proposal: February 8th
- Executive Summary and Company Summary: TBD
- Operations Segment: TBD
- Marketing Segment: TBD
- Finance Segment: TBD
- Final Project Due: May 5th

Project is out of 100 points. Failure to meet one of the project milestones will result in a 5-point deduction from the final grade. Turning these in are to make sure you are working on it throughout the semester and to give feedback and suggestions for the final plan. The purpose of this assignment is to make you think like a business manager and/or owner, to give you exposure and more detail as to what goes into a business, and prepare you for the types of business challenges you will face in the future. I encourage you to meet with me as often as you need, to ask questions, and to be thoughtful. While this assignment is a large part of the grade and will require some work, it is also meant to be fun.

The final grade is based on a comprehensive plan that is complete and flows together. We will talk in detail about the plan throughout the semester as we get into each section.

All submissions will be done online through HuskyCT.

Communication and Email

Students should make sure they are familiar with HuskyCT and all communication should be sent via your official UConn email account. Students are responsible for checking HuskyCT and their email for official class communication and updates.

Students with Disabilities

Students who think that they may need accommodations because of a disability are encouraged to meet with me privately early in the semester. Students should also contact the Center for Students with Disabilities as soon as possible to verify their eligibility for reasonable accommodations. For more information, please go to www.csd.uconn.edu

Academic Integrity

I follow all policies and procedures of the “Responsibilities of Community Life: The Student Code.” Students are required to do the same. Appropriate action will be taken when necessary. For more information, please go to www.community.uconn.edu/student_code.html. The student should also be familiar with the definition of plagiarism as this issue will be taken seriously.

Policy Against Discrimination, Harassment and Inappropriate Romantic Relationships

The University is committed to maintaining an environment free of discrimination or discriminatory harassment directed toward any person or group within its community – students, employees, or visitors. Academic and professional excellence can flourish only when each member of our community is assured an atmosphere of mutual respect. All members of the University community are responsible for the maintenance of an academic and work environment in which people are free to learn and work without fear of discrimination or discriminatory harassment. In addition, inappropriate Romantic relationships can undermine the University’s mission when those in positions of authority abuse or appear to abuse their authority. To that end, and in accordance with federal and state law, the University prohibits discrimination and discriminatory harassment, as well as inappropriate Romantic relationships, and such behavior will be met with appropriate disciplinary action, up to and including dismissal from the University. More information is available at <http://policy.uconn.edu/?p=2884>.

Sexual Assault Reporting Policy

To protect the campus community, all non-confidential University employees (including faculty) are required to report assaults they witness or are told about to the Office of Diversity & Equity under the Sexual Assault Response Policy. The University takes all reports with the utmost seriousness. Please be aware that while the information you provide will remain private, it will not be confidential and will be shared with University officials who can help. More information is available at <http://sexualviolence.uconn.edu/>.