



Syllabus

SCHOOL OF BUSINESS AND MANAGEMENT **MBA 11: MBA Common Professional Components**

3 Credits
Effective: Fall 2020/2021

*Access to the Internet is required.
All written assignments must be in Microsoft-Word-compatible formats.
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.*

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

This course covers a review of the basic fundamentals of business for ACBSP accreditation. It covers the areas of marketing, information systems, business law, management, business math and statistics. Additionally, the course will review economics, business ethics, international business, financial accounting and managerial accounting. Finally, the course will review corporate finance and the strategic management process to prepare students to perform well in the MBA program.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). The reading list can be found under *Course Information* in Blackboard as well as from the library homepage (“Find Your Textbook” button).

Note: Required resources that must be purchased by the student are tagged “Purchase from a vendor of your choosing.” Required resources with a direct link, “Available through CityU Library”, are available electronically at no cost to students.

Students in Canada may purchase course resources from the [Canada Bookstore](#), and students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

CITYU LEARNING GOALS

This course supports the following City University learning goals:

- Professional competency and professional identity

COURSE OUTCOMES

In this course, learners:

- Understand the fundamentals of Business Ethics including: Ethical Foundations; General Principles of Business Behavior; Business and Employees; Business and Customers/Public; and Business and Investors.
- Understand the fundamentals of business law, including legal systems; courts and ADR, contracts, business organizations, torts, property rights, among others..
- Understand the fundamentals of Business Math & Statistics including: Basic Business Math; Forecasting; Regression Analysis; Probability; Decision Analysis; and Excel.

- Understand the fundamentals of Corporate Finance including: Analyzing Financial Statements; Projecting Earnings and Cash Flow; Creating Value for Stockholders Capital Budgeting; Calculating the Cost of Raising Capital; Assessing Merger and Acquisition Targets; and Financing Investments.
- Understand the fundamentals of Economics including: Comparative Advantage and the Benefits of Trade; Demand & Supply; The Costs of Production and Profit Maximization; Economic Performance Metrics; Money & Banking; and Aggregate Demand & Aggregate Supply.
- Understand the fundamentals of Financial Accounting including: the Nature of Accounting; Basic Financial Statements; the Accounting Cycle; Cash Flow Analysis; and Analysis of Financial Statements.
- Understand the principles of Information Systems which include Basic Computer Concepts; the Impact of the Information Age; Information Storage: Data, Databases, and Business Intelligence; Information Access: Networked Computing; Business Processes: The Power Users of Information Systems; and Securing Data.
- Understand the fundamentals of international business including: political economy; foreign direct investment; economic integration; finance; business organization and operation; marketing and human resources.
- Understand the fundamentals of Management which include Management and Its Environment; Planning; Organizing; Leading; and Controlling.
- Understand the fundamentals of Managerial Accounting including: Job Order and Process Costing; Cost-Volume- Profit; Budgeting; Variances and Activity Based Costing; and Capital Budgeting.
- Understand the fundamentals of Marketing which include Marketing Planning; Understanding Buyer Behavior; Segmentation, Targeting and Positioning; Product and Promotion Strategy; and Distribution and Pricing Strategy.
- Understand the fundamentals of the Strategic Management Process including: Setting Strategic Direction; Industry and External Analysis; Company and Internal Analysis; Corporate-level & Business-level Strategy; and Strategy Implementation.

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle’s decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Economics Case Study	25%
Environmental Ethics and Business Team Debate	25%
Build a Lean Business Proposal	35%
Instructor Determined Assignments (Including Participation)	15%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Economics Case Study

Students are to read an economics case study assigned by instructor and present their opinions in a PowerPoint or video format. The presentation must not exceed 20 minutes long. Visuals used must relate to course material, legible, and appropriate for the class. Audio when presenting should be clear for the audience to understand. Students will answer the following questions:

- What did you find interesting about the article/case study? How would you summarize this to someone who is unfamiliar with economic concepts?
- Do you agree or disagree with the author's findings? Why or why not?
- What solutions would you propose based on concepts in the course?
- Give an example of an economic strategy you would use.
- How would you present statistical data or information? Would you use a correlation, regression, or another model?
- How would you use technology to manage the statistical data or information? Consider the costs and benefits of information technology.

<i>Components</i>	<i>% of Grade</i>
Presentation within Time Limit	15%
Style and Mechanics	10%
Presents a Persuasive Argument	55%
Quality of Visuals and Audio	20%
TOTAL	100%

Environmental Ethics and Business Team Debate

Environmentalism is being pushed in the media and in businesses. Those who argue for further laws for businesses to comply mention things happening around the world globally (climate change, deforestation, water quality, etc.). However, business argue mandates will force cuts in costs. Students are required to read a news article about a current environmental issue impacted by a business initiative such as the Keystone Pipeline. After reading the article, students will join teams that are for or against the business initiative. When finished, each team will answer the following question: Do you think pursuing the business initiative is an ethical business decision?

The argument will be presented to classmates in a live, online classroom (in class, if the course is offered in person). The presentation should not exceed 20 minutes and must include business concepts from the course. Students will be graded as a group collectively based on team participation, visuals/audio, the argument, and remaining within the time limit. At the end of the debate, students will have a question and answer round that is open for all students. The question and answer round will not be graded and must be facilitated by the instructor. The instructor is required to present questions regarding the Keystone Pipeline and encourage discussion.

The argument should include:

- An introduction to introduce the topic.
- Background information about the argument being presented.
- Concessions and Refutation—understand the opposing argument but address why it is wrong.
- Conclusion—Summarize and addressing a future solution to the debate.

<i>Components</i>	<i>% of Grade</i>
Presentation within Time Limit	15%
Group Participation	20%
Presents a Persuasive Argument	55%
Quality of Visuals and Audio	10%
TOTAL	100%

Build a Lean Business Proposal

Students are required to create a lean business proposal based on an existing business presented on a reality TV show episode. The existing company and reality TV episode will be assigned by instructor and a lean business proposal template will be provided to students. Students will be evaluated on their synthesis, analysis, and evaluation of the company. The lean business proposal will be used to market the company and their business to investors. Concepts in the course are required to be part of the business plan.

<i>Components</i>	<i>% of Grade</i>
Appraisal of Existing Company	20%
Style and Mechanics	10%
Lean Business Proposal	55%
APA Style/Citation	15%
TOTAL	100%

Instructor Determined Assignments (Including Participation)

A discussion question topic or activity from the instructor with specific instructions will appear periodically in the discussion forum. Students are to post a response as instructed as well as responses to at least two other student postings to the discussion forum by the specified due dates. The instructor will not respond to each posting. Students who have a matter that is specifically for the instructor should email the instructor directly or use the Question and Answer Forum. Students who wish to talk with other students about issues unrelated to the discussion forums should use the Coffee Talk Forum. The tone of the student discussion board postings can be informal however, the instructor will expect them to be on a professional level. Student comments and questions for discussions should be clear and thoughtful, with correct grammar, spelling, and punctuation. As with written assignments, the quality of student discussion postings will be graded on both content and presentation.

<i>Components</i>	<i>% of Grade</i>
Quality of Responses	50%
Quantity of Responses	50%
TOTAL	100%

COURSE POLICIES

Late Assignments

A critical aspect of management is to meet predefined deadlines. Therefore, all assignments are expected to be submitted when due. No late assignments are accepted. Life-situations do occur. When an issue arises coordinate with the instructor PRIOR TO the assignment's due date and the due date may be adjusted. It is in the best interest of the student to ensure that all assignments are submitted on time.

Participation

Class participation will be evaluated during class. Participation includes being prepared for class discussions and contributing meaningful content when appropriate. It also includes individual effort contributed to team projects.

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

Students are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Antidiscrimination

City University of Seattle and its staff and faculty are committed to supporting our students. We value equity, diversity, and inclusion as a way of life as well as the educational opportunities it provides. CityU will not tolerate any form of discrimination based on race, color, ethnicity, sexual orientation, gender identification, socioeconomic status, or religious values. If you have experienced any discrimination based on any of the above, we encourage you to report this to the University. Please report this to your instructor. If you do not feel safe reporting this to your instructor, please report to the Provost or to the Vice President of Student Affairs.

Non-Discrimination & Prohibition of Sexual Harassment

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of

sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/>.

Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all

course requirements. A complete copy of this policy can be found in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Academic Integrity Policy*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Attendance*.

Final Assignment Due Date

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

SUPPORT SERVICES

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking Tutoring

CityU students have access to free online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.edu to request a user name and password.