

Syllabus for
BUS 499—Seminar & Senior Paper
3 Credit Hours
Spring, 2003

I. COURSE DESCRIPTION

One of two capstone courses that must be taken by all ORU School of Business seniors. The course emphasizes application of principles taught in lower-level business courses. The course contains two distinct but integrated phases: the seminar phase, which uses textbook readings and class discussion to provide an overview of the field of small business management; and the project phase, in which groups of students form Small Business Institute teams that provide business consulting services to local small businesses.

Prerequisites – Completion of all lower-level business courses, including Accounting II, Economics II, Principles of Management, Principles of Marketing, Financial Management. Must have senior standing and be in the last two semesters of class work.

II. COURSE GOALS

- A. The instructor will provide a foundation for understanding the role of small business in our society and economy.
- B. The course will promote understanding through class discussion and interaction.
- C. The student will develop expertise in small business consulting.
- D. The student will learn how to do field-based business research.
- E. The student will learn how to communicate business principles in an effective manner.
- F. In line with the purpose of this University, this course seeks to do the following:
 - 1. contribute to the education of the whole person.
 - 2. encourage each student to place faith in Jesus Christ at the center of their lives.
 - 3. encourage the synthesis and integration of the common bond of knowledge provided by the university into a unified whole.
 - 4. sharpen the communication, computation and critical analysis skills of each student.
 - 5. develop appreciation for differing cultures.
 - 6. demonstrate that knowledge and experience are related, not separated.
 - 7. advocate the examination of this field of knowledge in the context of its influence upon and its being influenced by others.
- G. In line with the purpose of the business administration program, this course is designed to prepare a student for an active role in the general area of business administration. An objective of this program is to provide a more general exposure that allows each student to elect a minor program to provide a much broader base of specialized knowledge in order to become an effective member of the business society. This course in Seminar and Senior Paper is part of a program to develop an integrated person--spiritually alive, intellectually alert, and physically disciplined.
- H. In line with the departmental objectives, this course seeks to prepare the student in the following areas:
 - 1. critical thinking (skills in reasoning, objectivity, analysis, interpretation, research, or decision making relevant to the discipline)

2. broad comprehensive foundational knowledge for the professional standards of the intended major
3. broad interpretation of the dynamics of business within the social and professional context
4. internalization of Christian business ethics and professionalism

III. COURSE OBJECTIVES

Upon successful completion of this course the student will be able to do the following.

1. Solve complex models, problems, and cases by utilizing quantitative and qualitative principles of management, which will be developed through seminar discussion.
2. Evaluate, write, and take an active part in your team's senior project. This project will involve providing consulting services to a local small business, in conjunction with the ORU Small Business Institute.
3. Solve, differentiate, and analyze conceptual models, problems, and statements in the following areas:
 - a. Management principles and applications in small business operations.
 - b. Marketing principles and applications in small business operations.
 - c. Statistics and economic implications in the marketplace.
 - d. Finance applications as related to strategic planning for a small business.
 - e. Accounting and its application to solving and controlling small business problems.
 - f. Law as applied to small business operations.
 - g. Global implications for international small business firms.
 - h. Computer and information systems applications as related to small business control.
 - i. Integrating experiences from courses in marketing, finance, accounting, law, economics, and statistics through group interaction in solving and analyzing the small business that they are researching.

IV. TEXTBOOKS

Scarborough. Effective Small Business Management, (6th Ed.). Upper Saddle River: Prentice Hall Publishing, 2001.

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University.
2. Double cuts will be assessed for absences immediately preceding or following holidays.
3. Excessive absences can reduce a student's grade or deny credit for the course.
4. Students taking a late exam because of an unauthorized absence will be charged a late exam fee.
5. Students and faculty at Oral Roberts University adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software.
6. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.

B. Course Policies and Procedures

1. Grading System

a. Seminar Phase

Exam 1	100 points	(Chapters 1-12)
Exam 2	100 points	(Chapters 13-22)
Exam 3	<u>100 points</u>	(Chapters 1-22)
Total for Seminar	300 points	

b. Senior Paper Phase

Project Grade	200 points
Peer Evaluation	<u>100 points</u>
Total for Paper	300 points

Total for Course 600 points

2. Grades are assigned on the basis of total points earned:

90% of 600 points	= A
80% of 600	= B
70% of 600	= C
60% of 600	= D
Below 60%	= F

3. Examination Procedures

- a. Two exams cover one-half of the textbook. Third Exam covers entire book.
- b. There is no final exam because the senior paper is considered to be a final.

4. Late Tests

- a. If for any reason the student is unable to take an exam when it is regularly scheduled, the student must clear the absence in advance with the professor; otherwise if the student is even allowed to take the exam, it will be graded out of 60% of the possible points.
- b. Exams that are taken at times other than the regularly scheduled exam time (even if excused) will require payment of a \$10 late-exam fee.
- c. Attendance is the students' responsibility and receiving proper credit for attendance is also the students' responsibility. There are times when the student may need to be absent from class for a legitimate reason for which administrative excuses are granted. When this happens, the student should submit the excuse in a timely fashion (normally, within one week after returning to class).
- d. As a responsible student, there are other times when the student may need to be absent from class for a legitimate reason that is not administratively excused. At such times, it is the student's responsibility to clear that absence in advance with the professor. The procedure for contacting the professor is listed below. To help the student avoid abusing this policy, the student may have no more than five excused absences (either administrative or excused by the professor) during the course of a semester. After that point, all absences will be considered unexcused, even if the student has received an administrative excuse.

- e. As a reward for being responsible in the student's attendance, if the student has no unexcused absences at the end of the term, the student will receive ten (10) bonus points. On the other hand, if the student has more than two (2) unexcused absences, each additional unexcused absence will cost the student five (5) points.
- f. If the student desires advance permission for an excused absence, contact the professor, or leave a message for the professor, and include the following information: the student's name, the class and class time, why the student needs to be absent, and a return phone number. Talk to the professor or his or her student assistant (x 6565).

VI. COURSE CALENDAR

WEEK	CLASS	UNIT	CHAPTER	SUBJECT OF LECTURE
I	1-8	1	NA	Orientation and Review of Syllabus
	1-10	2	1	Entrepreneurs
II	1-13	3	2	Strategic Management
	1-15	4	3	E-Commerce
	1-17	5	4	Global

III	1-20	6	5	Buy the Existing Business or start up
	1-22	7	6	Franchising
	1-24	8	7	Family Business
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IV	1-27	9	8	Business Plan
	1-29	10	9	Marketing Plan
	1-31	11	10	Management
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V	2-3	12	11	Location
	2-5	13	12	Financial Requirements
	2-7	14	1-12	Exam 1
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VI	2-10	15	13	Finance Sources
	2-12	16	14	Exit Strategies
	2-14	17	15	Customer Service
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VII	2-17	18	16	Pricing and Credit
	2-19	19	17	Promotional Strategies
	2-21	20	18	Professional
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WEEK	CLASS UNIT		CHAPTERS	SUBJECT OF LECTURE
VIII	2-24	21	19	Human Resources
	2-26	22	20	Quality Management
	2-29	23	21	Ethics and Social Responsibility
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IX	3-3	24	22	Evaluate Financial Performance
	3-5	25	23	Manage Firms Assests
	3-7	26	24	Risk Management

X	3-10	27		Preview for Exam 2 (Chapters 13-22)
	3-12	28	13-22	Exam 2
	3-14	29		Review Exam 2 results
SPRING BREAK BEGINS AFTER CLASSES FALL BREAK 3-17 through 3-21				
XI	3-24	30		Preview for Exam 3
	3-26	31	1-22	Exam 3
	3-28	32		Review results on Exam 3
XII	3-31	33		<u>Class meets</u> to discuss Senior Paper.
	4-2	34		Teams work on Senior Paper. No Class
	4-4	35		Teams work on Senior Paper. No Class
XIII	4-7	36		<u>Class meets</u> to discuss Senior Paper.
	4-9	37		Finish work on Senior Paper. No Class
	4-11	38		Finish work on Senior Paper. No Class
XIV Mr.	4-14	39		*Turn in one copy of Senior Paper to company and Mr. Cannon. Grade peer group.
	4-16	40		No class. (Mr. Cannon grades papers.)
business	4-18	41		*Turn in last four forms to Mr. Cannon from team leaders.
WEEK	CLASS	UNIT	CHAPTERS	SUBJECT OF LECTURE
XV	4-21	42		No Class. (Mr. Cannon grades papers.)
	4-23	43		No Class (Mr. Cannon grades papers.)
	4-25	44		No Class (Mr. Cannon grades papers.)
No Final for Senior Paper Classes Exam Week: Final Exams given 4-28 through 5-2				

Cannon, Joe

Name of Instructor

MISSION

The lifestyle at ORU is rooted in the word “Wholeness”. ORU seeks to educate the whole person, with balanced emphasis placed on the development of the mind, spirit, and body.

GENERAL OUTCOMES

1. Spiritual Development
2. Physical Development
3. Communication
4. Analysis
5. Problem Solving
6. Valuing in Decision-making
7. Social Interaction
8. Global Perspectives
9. Effective Citizenship
10. Aesthetic Responsiveness

BUS 499
Course #

MAJOR OUTCOMES

Critical

Thinking/Communicate

Uses theoretical framework from business management areas to interpret and analyze business situations and communicate analysis to others.

Enterprising/problem solving

Initiate problem solving for organization growth and improvement through management Principles to Excellence

Interpersonal/Leadership

Demonstrates ability to use management theory to interact effectively in organizational context that require leadership ability in group or individual behavior.

Global Perspectives

Demonstrates ability to use Management Theory Principles to identify and solve problems using global perspectives and cultural moves of different countries.

Seminar and Senior Paper
Course Title

COURSE GOALS
(OUTCOMES)

Consultant ability for each graduate.

Experienced Small Business Institute team member.

Has applied lower level business courses principles in a small business setting (local business)

Student has an experienced knowledge of a small business seminar.

School of Business
Name of Department

ASSESSMENT OF COURSE
GOALS

STIMULI:

Three examinations on book.
Case analysis on each class
Assignments
Company case analysis
Group case analysis
Group presentations
Computer analysis
Outstanding paper
Competition in State

CRITERIA:

See Seminar and Senior Paper
Syllabus.