

## **MGT515 Managerial Business Foundations**

**(2 credit hours)**

### **Course Syllabus**

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### **Course Description**

This course is a foundational MBA course for non-business undergraduates. The course will focus on critical thinking and reasoning skills by building knowledge in the qualitative areas of business. Students will be exposed to common professional components within the Tiffin University MBA program in the areas of business including problem solving, communication, ethics, globalization, marketing and leadership.

### **Course Learning Outcomes**

By the end of this course, you will be able to:

1. Exhibit familiarity with the functional areas of business.
2. Demonstrate an understanding of the relationship between management and leadership.
3. Analyze the principles and role of marketing in business.
4. Assess the importance of ethics in business and why ethical responsibilities extend beyond legal and financial compliance.
5. Demonstrate understanding as to why policy decisions impact the strategic direction of an organization
6. Investigate the elements of global business strategies.

### **Prerequisites/Corequisites**

None.

### **Required Textbook(s) and Resources**

Nickels, W. G., McHugh, J. M., McHugh, S. M. (2022). *Understanding business*. (13th Ed.). New York, NY: McGraw-Hill Education.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#)

## Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

## Learning Activities

In this course you will be assessed through various weekly assignments. These assessments are:

- Discussion Forums
- Formal Written Assignments
- Weekly Quizzes

## Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
<b>Discussions</b> Activity 1.1 (n/a) Activity 1.2 (20)	<b>Discussion</b> Activity 2.1 (20) Activity 2.2 (20)	<b>Discussion</b> Activity 3.1 (20)	<b>Discussion</b> Activity 4.1 (20)	<b>Discussion</b> Activity 5.1 (20)	<b>Discussion</b> Activity 6.1 (20)	<b>Discussion</b> Activity 7.1 (20)	<b>160</b>
<b>Assignments</b> Activity 1.3 (100)		<b>Assignments</b> Activity 3.2 (100)	<b>Assignments</b> Activity 4.2 (100)	<b>Assignments</b> Activity 5.2 (100)	<b>Assignments</b> Activity 6.2 (200)	<b>Assignments</b> (Due Thur) Activity 7.2 (100)	<b>700</b>
<b>Quiz</b> Activity 1.4 (20)	<b>Quiz</b> Activity 2.3 (20)	<b>Quiz</b> Activity 3.3 (20)	<b>Quiz</b> Activity 4.3 (20)	<b>Quiz</b> Activity 5.3 (20)	<b>Quiz</b> Activity 6.3 (20)	<b>Quiz</b> Activity 7.3 (20)	<b>140</b>
<b>140</b>	<b>60</b>	<b>140</b>	<b>140</b>	<b>140</b>	<b>240</b>	<b>140</b>	<b>1000</b>

## Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <69%

## Course Schedule and Weekly Checklist

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
Start Here	<input type="checkbox"/> MON: Activity 1.1: Meet Your Classmates! - Initial Post
Week 1: Global business Business ownership and structure Organizational structure	<input type="checkbox"/> WED: Activity 1.1: Meet Your Classmates! - Secondary Posts <input type="checkbox"/> WED: Activity 1.2: Insights About Business Ownership - Initial Post <input type="checkbox"/> SAT: Activity 1.2: Insights About Business Ownership - Secondary Posts <input type="checkbox"/> SUN: Activity 1.3: How to Start a Business <input type="checkbox"/> SUN: Activity 1.4: Week 1 Quiz

<p>Week 2: Business Law Ethics vs Law in Business</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 2.1: Norms in Business vs. Deceptive Practices - Initial Post</li> <li><input type="checkbox"/> WED: Activity 2.1: Norms in Business vs. Deceptive Practices - Secondary Posts</li> <li><input type="checkbox"/> SAT: Activity 2.2: Overlap of Law and Ethics - Initial Post</li> <li><input type="checkbox"/> SAT: Activity 2.2: Overlap of Law and Ethics - Secondary Posts</li> <li><input type="checkbox"/> SUN: Activity 2.3: Weekly Quiz</li> </ul>
<p>Week 3: Global Business</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 3.1: Electra Bicycle Company Case Study - Initial Post</li> <li><input type="checkbox"/> SAT: Activity 3.1: Electra Bicycle Company Case Study - Secondary Posts</li> <li><input type="checkbox"/> SUN: Activity 3.2: Analysis of a Global Company</li> <li><input type="checkbox"/> SUN: Activity 3.3: Week 3 Quiz</li> </ul>
<p>Week 4: Ethics in business Sustainability Social responsibility Communication</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 4.1: Corporate Social Responsibility - Initial Post</li> <li><input type="checkbox"/> SAT: Activity 4.1: Corporate Social Responsibility - Secondary Posts</li> <li><input type="checkbox"/> SUN: Activity 4.2: Ethical Dilemmas</li> <li><input type="checkbox"/> SUN: Activity 4.3: Week 4 Quiz</li> </ul>
<p>Week 5: Management and leadership Change management Systems thinking</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 5.1: Leadership Traits - Initial Post</li> <li><input type="checkbox"/> SAT: Activity 5.1: Leadership Traits - Secondary Posts</li> <li><input type="checkbox"/> SUN: Activity 5.2: Organizational Structure</li> <li><input type="checkbox"/> SUN: Activity 5.3: Week 5 Quiz</li> </ul>

<p style="text-align: center;">Week 6: Motivating employees Human resource management</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 6.1: The Department Store Dilemma - Initial Post</li> <li><input type="checkbox"/> SAT: Activity 6.1: The Department Store Dilemma - Secondary Posts</li> <li><input type="checkbox"/> SUN: Activity 6.2: Formal Paper on Business Ownership</li> <li><input type="checkbox"/> SUN: Activity 6.3: Week 6 Quiz</li> </ul>
<p style="text-align: center;">Week 7: Elements of marketing in business Impact of technology on marketing</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 7.1: Marketing Plan - Initial Post</li> <li><input type="checkbox"/> THU: Activity 7.2: Reflection</li> <li><input type="checkbox"/> SAT: Activity 7.1: Marketing Plan - Secondary Posts</li> <li><input type="checkbox"/> SUN: Activity 7.3: Week 7 Quiz</li> </ul>

### Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

### For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.