



#### GENERAL INFORMATION

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Office Hours: M/W, 10:30-11:45 a.m., and 2:15-2:45 pm and by appointment  
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#### **DESCRIPTION**

Introductory course for pre-business students, who are exploring accounting, economics, entrepreneurship, finance, management, or marketing as possible business majors, or non-business majors exploring business, economics, entrepreneurship, social entrepreneurship, or marketing as possible minors. The class provides the student with exposure to the role of business and business organizations via the development of a business plan and exposure to leading executives and leaders in business.

Through the business plan development activity, the student will experience the effects of business decision making through teamwork. The student will understand industry analysis, principles of business finance, target market analysis, competitor analysis, and other dimensions of a preliminary business plan. The class will be divided into teams with unique responsibilities for each team member.

Students will present their business plans at the end of the semester. Top teams will compete for a share of \$2,500 in prize money in the Regions New Venture Challenge in April.

#### **COURSE OBJECTIVES**

1. Understand and apply the elements of basic business planning
2. Study and manage external factors that affect business
3. Apply business terminology
4. Analyze the internal functional areas of business
5. Understand and apply basic principles of business finance
6. Conduct competitor analysis
7. Experience the effects of business decision making through business plan development
8. Define basic business concepts and terms
9. Identify the main participants and activities of business

#### **REQUIRED TEXTS/PERIODICALS**

Ferrell, O.C., Hirt, G., & Ferrell, L. 2016. *Business: A Changing World* (10<sup>th</sup> edition). New York: McGraw-Hill. ISBN 13: 978-1259179396

*The Wall Street Journal*

#### **STUDENT EVALUATION**

(A = 100-93%; A- = 92-90%; B+ = 89-87%; B = 86-83%; B- = 82-80%; C+ = 79-77%...)

Grades will be based on the total of 1000 possible points within the following categories:

|                          |                    |
|--------------------------|--------------------|
| Tests (4):               | 400                |
| Participation            | 50                 |
| Business Plan Drafts (5) | 500                |
| Final Presentation       | <u>50</u>          |
| <b>Total</b>             | <b>1000 points</b> |

### **Tests (4) – 100 points each - INDIVIDUAL**

Four non-cumulative tests will be given as noted in the course schedule. Test questions will come from the textbook, speaker presentations, and class handouts. Each test will be worth 100 points and will be composed of multiple choice, true/false, and short-answer questions. Test dates are generally firm, so please schedule your study time, trips, job schedules, and other activities accordingly. Test review sheets will be provided before each test.

### **Participation - 50 points - INDIVIDUAL**

Students will need to apply Guidelines for Student Success in class (**See Appendix C**), read the Wall Street Journal, contribute to class discussions, and engage with guest speakers to do well on participation. Please see **Appendix A** for the Participation rubric.

### **Attendance - INDIVIDUAL**

Students are expected to attend every class. Each student is allowed one unexcused absence. After that, each unexcused absence will result in a 5-point deduction on participation (See **Appendix A** for complete details.). After **7 absences** (other than University-related absences), a student will earn an automatic **FA** for the semester.

### **Business Plan Drafts (5) – 500 points - TEAM/INDIVIDUAL**

Delivery of the following drafts by the required date is required. These will be evaluated and returned for revision and then submitted for the final business plan. Please follow **Attachment B** written guidelines for submittal.

|    |  |                   |
|----|--|-------------------|
| 1. | Industry Analysis –  | 100 points        |
| 2. | Target Market Analysis –                                   | 100 points        |
| 3. | Product, Pricing, Promotion, and Distribution Strategies – | 100 points        |
| 4. | Officers' Résumés – <b>INDIVIDUAL</b> –                    | <b>100 points</b> |
| 5. | Start-up Costs–  | 100 points        |

Each student's grade on the team business plan drafts also will be weighted at the end of the semester by peer evaluation scores by team members.

### **Team Final Presentation – 50 points (FINAL EXAM) - TEAM**

Each team that doesn't participate in the Regions New Venture Challenge will present their business plan during the final exam time for this class. Specific requirements will be provided near the end of the semester.

## **GRADING GUIDELINES**

**Written deliverables** will be graded on the following criteria: organization and appearance, clarity of writing (including grammar & spelling), comprehensiveness, and evidence of learning (ability to apply business concepts). **See Appendix B** for guidelines.

**Oral presentations** will be evaluated on the following criteria: organization, thoroughness, enthusiasm, creativity, evidence of preparation, time management, eye contact, lack of dependency on notes, varied vocal inflection, lack of distracting words or mannerisms, quality of visual aids, and professional appearance.

**Late Deliverables** Any deliverable that is not provided by the **beginning** of the class period on the due date incurs a 20% late penalty per day (including the day of assignment) – up to five days, after which time the team/student will receive no points for the deliverable.

### **Missed/Make-up Test**

If a student misses a test due to illness or University-related excused absence, make-up test dates will be determined by the instructor. If a student does not advise the instructor(s) prior to the missed test about his/her absence, then the student will receive a "0" for the test. Except under extreme circumstances, the make-up test is required to be taken **within one week** of the originally scheduled test.

### **Plagiarism/Academic Dishonesty/Cheating**

Professors generally assume each student is honest unless proven otherwise. Each team's papers must be written independently of other teams. Students are encouraged to study together before tests. However, the test itself is obviously an individual effort. The instructor will be happy to clarify any ambiguous questions during the test. *After the test, students should not discuss the test with other students, nor should students ask information about the test from those who have already taken it.*

Cheating takes many forms. The more common forms include giving work to another to be copied or submitting another student's work as one's own. Suspected plagiarizers will be reported to the Values Council. The 'FX' means "failed as a result of values violation," and it will remain on the student transcript for a minimum of three years. Thus, please avoid the slightest hint of impropriety.

**The Samford Honor Code will be in effect throughout all aspects of this course. Violations of the Honor Code will be dealt with fairly, but swiftly and decisively.**

### **EMERGENCY READINESS**

*RAVE* is the primary method of communication used by Samford University during a campus emergency. If you have not registered for *RAVE* alerts, please go to the My Contact Information box on your Portal homepage to update your *RAVE* Emergency Alert Information.

Samford University utilizes *Samford Alert* for desktop, laptop, tablet, and mobile devices to provide students with information, procedures, and links about what to do in the event of a variety of emergency situations that could occur on our campus. If you do not already have the *Samford Alert* app on your mobile device, laptop, desktop, or tablet, please go to the *In Case of Emergency* box on your Portal homepage for instructions on downloading the App. Once you have downloaded the App, please take time to review the information provided, it is important that you know what to do in the case of a campus emergency.

### **ACCOMODATIONS**

Students with disabilities who wish to request accommodations should register with Disability Resources (205) 726-4078, [disability@samford.edu](mailto:disability@samford.edu), University Center Room 205, [www.samford.edu/dr](http://www.samford.edu/dr)). Students who are registered with Disability Resources are responsible for providing me with a copy of their accommodation letter and scheduling a meeting with me to discuss how their approved accommodations will apply to this course. Accommodations will not be implemented until we have met to review your accommodation letter.

### **COMMUNICATION RESOURCE CENTER**

The Communication Resource Center (CRC) offers *free* tutoring for Samford students in oral and written communication as well as support for developing and improving critical reading skills. The CRC is in Brooks 222 and is open MTWR 10:00am-6:00pm. Students are encouraged to schedule appointments at [samford.mywconline.com](http://samford.mywconline.com). Students in online programs may opt for online appointments through the same appointment link and can upload files for the tutor to review. For more information, visit <http://www.samford.edu/departments/communication-resource-center/>. Note: The first time you schedule an appointment, you will need to create an account, using your Samford email and password.

### **INCLEMENT WEATHER**

Inclement weather or other events beyond the control of the University that might cause risk or danger to students, faculty and staff may occasionally result in changes to normal University operations, including cancellation of classes or events; the class schedule and/or calendar may be adjusted.

## **COUNSELING SERVICES**

Students may benefit from meeting with a counselor at some point to discuss difficult issues, gain insight for dealing with stress, or to process and understand events from the past. When a need for counseling arises, students should contact Counseling Services & Wellness Programs. On-site appointments are prepaid through student fees and there is no extra cost to the student. To schedule an appointment, please email [counseling@samford.edu](mailto:counseling@samford.edu), call 205-726-2065, or stop by Dwight Beeson Hall (DBH) room 203.

## **PROFESSOR'S BIO**

Professor Franz T. Lohrke is the Brock Family Endowed Chair of Entrepreneurship in the Brock School of Business. In this role, he helped design and implement an undergraduate concentration in Social/Not-for-Profit Entrepreneurship in 2007 and a major in Entrepreneurship in 2008, both of which have been nationally and internationally recognized. For example, in 2010, the Brock School's entrepreneurship program was selected as the best new program in the U.S. by the U.S. Association of Small Business and Entrepreneurship (USASBE), the largest independent, professional, academic organization in the world focused on advancing entrepreneurship.

He has assisted aspiring entrepreneurs for over 20 years through his research, teaching and community service activities. For example, he has taught entrepreneurship and strategic management classes at the undergraduate and graduate levels as well as served as a judge for both the Alabama Launchpad Business Plan Competition and Birmingham Business Alliance's Small Business Awards. In 2012, he helped establish and currently directs the Brock School Student Business Incubator. He also contributes frequently to stories in the business press about entrepreneurship and small business.

Before joining the Samford University faculty in 2006, he served as a faculty member at other universities including the University of Southern Mississippi, and, most recently, the University of Alabama. Prior to his academic career, he worked primarily in the hospitality industry including banquet services and restaurant management at Walt Disney's EPCOT theme park.

Professor Lohrke earned his Ph.D. in Business Administration (Major: Strategic Management, Minor: International Business) from Louisiana State University, Masters in Business Administration from the University of Iowa, and Bachelor of Arts in Business Administration from Flagler College in St. Augustine, FL.

## APPENDIX A PARTICIPATION RUBRIC

The following procedures will be used to determine each student's class participation grade:

Students begin the course with a class participation grade of 0. They have an opportunity to accumulate or lose points throughout the semester based on the following:

|  |   |
|--|---|
| <ul style="list-style-type: none"> <li>making meaningful comments or asking relevant questions during a class discussion</li> <li>asking an insightful question of a guest speaker</li> <li>discussing a Wall Street Journal article voluntarily or when called upon</li> <li>applying personal experience or a recently read business article to the topics being discussed in class</li> </ul> <p>Given the size of the class, students may also earn participation points by doing any of the above activities (except for asking a guest speaker questions) in the class discussion forum on Moodle.</p> | <p>+5 participation points per class</p>                            |
| <ul style="list-style-type: none"> <li>coming in late to class</li> <li>using laptop for non-class purposes during class</li> <li>texting during class</li> <li>missing class unexcused</li> <li>reading the newspaper or other non-class related material during class</li> <li>doing homework for another class during class</li> <li>being unprepared to discuss a Wall Street Journal article when called upon</li> </ul>  | <p>- 5 participation points per occurrence after the first time</p> |
| <ul style="list-style-type: none"> <li>Texting, whispering repeatedly, or in any way disrupting class during a guest speaker's presentation</li> </ul>   | <p>up to -10 participation points</p>                               |

Participation grades will be updated weekly on Moodle. *Any appeals on participation grades must be made within a week of posting, NOT at the end of the semester.*

Students should, therefore, make a conscientious effort to be sufficiently prepared to contribute. Merely coming to class is not sufficient; attendance is not participation. *Students who attend every class but do not participate could theoretically earn a zero for participation at the end of the semester.*

## APPENDIX B INSTRUCTIONS FOR WRITTEN ASSIGNMENTS

Use a cover page – state your project title, your name(s), and group number (for group projects)

All work must be typed, double-spaced with 1-inch margins and **stapled**. Handwritten work will not be accepted.

Use 12-point, Times New Roman or similar font. Left Justify (ragged right edge) Number all pages beginning on the first page of text after the cover page

Do not use passive language (e.g. “the company was impacted by these factors”); rather, use active voice (e.g., “these factors impacted the firm’s business,” “the company will take the following actions”)

Pay attention to detail – page numbers, dating, stapling the paper

Use good grammar – spelling, sentence structure, etc.

Use “do not” or “it is”. Do not use conjunctions, like “don’t” or “it’s”

Use standard paragraph forms. For doubled spaced documents, do not skip spaces between paragraphs. Instead indent (tab) at the beginning of new paragraphs.

Keep tense consistent throughout paper. Writing should be succinct.

### CITATION GUIDELINES

Students should provide any sources of information used in writing the project in a bibliography at the end of the draft/plan. Please cite references in the document using footnotes. These can be inserted easily using the Insert Footnote function in most word processing software (e.g., Microsoft Word).<sup>1 2 3</sup>

The following is an example of a recommended footnote format:

<sup>1</sup> Coy, P., Campbell, M., & Kennedy, S. 2014. From the Alps, a view on the state of globalization. Bloomberg Businessweek, January 20: 43-45. *(for newspaper or magazine articles)*

<sup>2</sup> Blumenstein, R. 2014. Google intent on using encryption. Wall Street Journal. January 24. [http://online.wsj.com/news/articles/SB10001424052702303448204579339432277705894?mod=WSJ\\_hp\\_LEFTWhatsNewsCollection](http://online.wsj.com/news/articles/SB10001424052702303448204579339432277705894?mod=WSJ_hp_LEFTWhatsNewsCollection). Accessed January 24, 2014. *(for Internet sources)*

<sup>3</sup> Scarborough, N., & Zimmerer, T. 2011. Effective small business management: An entrepreneurial approach (10<sup>th</sup> edition). Upper Saddle Creek, NJ: Prentice Hall. *(for books)*

## APPENDIX C

### EXPECTATIONS FOR STUDENT SUCCESS

- Meet deadlines.
- Pay attention to details.
- Produce professional results, e.g., stapled or bound reports/deliverables.
- Determine issues on your own (do not seek to be told everything).
- Attend all classes and be on time.
- Complete assigned material before class.
- Ask questions if you're not sure about assignments or the material covered.
- Bring prepared questions for speakers.
- Avoid whispering or talking with classmates during class.
- If you must miss a class, be responsible by informing your instructor; ask a classmate or your instructor what was covered, and make up missed work.
- Be responsible for your own attendance and tardy record.
- Focus on material being presented and do not work on other material including reading Wall Street Journal.
- Be an active participant in class meetings and discussions.
- If tardy, sit near the door of entrance. (See tardy policy in syllabus.)
- **Cell phone** must be turned off before class.
- **No texting** during class meetings.
- Do not eat during class.
- Do not leave and re-enter the classroom after class has begun, unless it is an emergency.
- No hats or caps should be worn during class. Appropriate dress is expected. By following these simple guidelines, a class atmosphere of respect, learning and community can be engendered and maintained.

### EXPECTATIONS OF INSTRUCTORS

- Plan and organize a high-valued experience and learning opportunity for students who seek to become business majors.
- Maintain appropriate communication with the class regarding schedules, expectations, and changes to the syllabus.
- Meet with each team and class member as needed throughout the semester.
- Be available to answer questions regarding assignments and tests.
- Maintain fairness and consistency in grading.
- Treat all students with respect, and hold all students to the same high expectations.

**Spring 2017**  
**BUSA 100 – World of Business**

| Date                     | Topic  | Speaker(s)  | Assignment Due   |
|--------------------------|--|---|--|
| 1-23                     | <b>Class does not meet due to a family emergency.</b> Please be ready to move a little faster on Wednesday to cover topics for the first week.   | <b>Dr. Franz Lohrke</b>   |  |
| 1-25                     | Introduction to the course; What is a business plan; Moodle and WSJ access; Industry options for business plan; Regions New Venture Challenge<br><br>Writing organizational memo; Writing a résumé/LinkedIn profile<br>Writing the Industry Analysis | <b>Lohrke</b>   | <b>Post profile to Moodle</b><br>Read Chapter 1                        |
| <b>1-27 Friday</b>       | <b>Team announcements</b> – Class does not meet. Be sure to check your email to find out who's on your business plan team.   | <b>Lohrke</b>   |  |
| 1-30                     | Industry Analysis (cont'd.)  |   |  |
| 2-1                      | Library Research   | <b>Carla Waddell</b> , Samford Library  | Bring laptops/tablets to class<br><b>Team selection of industry</b>    |
| <b>2-3 Friday</b>        | Entrepreneurship major and minor; Social entrepreneurship concentration and minor<br>Entrepreneurship topics   | <b>Lohrke</b>   | <b>Résumés/LinkedIn Profile Due</b><br>Read Chapter 4                  |
| 2-6                      | Entrepreneurship executives  | <b>Jack West</b> and <b>Walker Beauchamp</b> , Founders, Book-it Legal  | <b>Organizational Memo with New Venture Idea due</b><br>Read Chapter 5 |
| 2-8                      | Economics major and minor<br><br>Economics topics  | <b>Dr. Art Carden</b> , Associate Professor of Economics (11:45 section)<br>Speaker TBA (1:00 section)<br><b>Dr. Lohrke</b> | Read Chapter 15  |
| <b>2-10 Friday</b>       | Economics (and finance) executive  | <b>Lauren Bates</b> , Research Associate, Highlands Associates  |  |
| <b>Step Sing Weekend</b> |  |   |  |
| 2-8                      | Writing Market Analysis<br>Review for Test 1   | <b>Lohrke</b>   | <b>Industry Analysis Due</b>   |
| 2-15                     | <b>Test 1</b> – Entrepreneurship and Economics   | <b>Required attendance</b>  | <b>Test 1 – chapters 1, 4, 5, 15</b>                                   |
| 2-20                     | Class does not meet.<br>Work on Market Analysis  |   |  |



|                        |  |  |  |
|------------------------|--|--|--|
| 2-22                   | Marketing executive  | <b>Jeff Stephens</b> , General Manager, 365, Inc.                                    | Read Chapter 11  |
| <b>2-24<br/>Friday</b> | Marketing major and minor, sports marketing and sales concentrations<br>Marketing topics             | <b>Dr. Darin White</b> , Professor of Marketing/Sports Marketing program coordinator | Read Chapter 12  |
| 2-27                   | Writing pricing, promotion, distribution, and product strategies (4 P's)<br>Marketing topics(cont'd) | <b>Lohrke</b>  | <b>Market Analysis due</b>                               |
| 3-1                    | Marketing topics(cont'd)   |  | Read Chapter 13  |
| <b>3-3<br/>Friday</b>  | Finance topics   |  | Read Chapter 16  |
| 3-6                    | Finance major<br><br>Test 2 review   | <b>Dr. Rusty Yerkes</b> , Assistant Professor of Finance<br><br><b>Lohrke</b>        | <b>4 P's due</b>   |
| 3-8                    | <b>Test 2</b> – Marketing and Finance  | <b>Required attendance</b>   | <b>Test 2 – chapters 11, 12, 13, 16</b>                  |
| <b>3-13-<br/>3-17</b>  | <b>SPRING BREAK</b>  |  |  |
| 3-20                   | Writing the Start-up Cost Analysis<br>Management topics  | <b>Lohrke</b>  | Read Chapter 6   |
| 3-22                   | Start-up Cost Analysis (cont'd)<br>SWOT Analysis (extra credit)                                      | <b>Lohrke</b>  |  |
| 3-27                   | Management major<br>Management topics (cont'd)<br>Writing Executive Summary                          | <b>Lohrke</b>  | Read Chapter 7   |
| 3-29                   | Management executive   | Management executive (TBA)   | <b>Executive Summary due</b><br>Read Chapter 8           |
| 4-3                    | <b>Work on Business plans</b>  |  | <b>Business Plans due 4:00 pm</b><br><b>Office 301-E</b> |

|                              |   |   |  |
|------------------------------|---|---|--|
| 4-5                          | Accounting executive<br>Accounting topics   | <b>Paul Wells</b> , Senior Vice President and Life and Annuity CFO, Protective Life Corporation | Read Chapter 14  |
| 4-10                         | Accounting topics (cont'd)<br>Test 3 review   | <b>Lohrke</b>   |  |
| 4-12                         | <b>Test 3</b> – Management and Accounting   | <b>Required attendance</b>  | <b>Test 3 – chapters 6, 7, 8, 14</b>   |
| <b>EASTER MONDAY HOLIDAY</b> |   |   |  |
| 4-19                         | Accounting major<br>Ethics topics   | Accounting professor (TBA)  | Read chapter 2   |
| 4-24                         | Academic Internship; Bulldog Fund<br>International business topics  | <b>Kathryn McNorton</b> –Academic Internships;<br>Bulldog Fund managers                         | Read chapter 3   |
| 4-26                         | Human resource topics   | <b>Lohrke</b>   | Read chapter 9   |
| 5-1                          | Review of final presentation requirements<br>Test 4 review  | <b>Required attendance</b>  | Read chapter 10<br><b>Peer Evaluations due</b><br>Bring laptops/tablets to class                       |
| 5-3                          | <b>Test 4</b> – Ethics, International business, Human resources   | <b>Lohrke</b>   | <b>Test 4 – chapters 2, 3, 9, 10</b>   |
|                              | <b>FINAL EXAM (Presentations)</b><br>Presentations by teams that did not compete in the New Venture Challenge | <b>Required attendance</b>  | <b>FINAL EXAM</b><br><b>May 8 – 1:00 pm</b> (1:00 section)<br><b>May 10 - 10:30 am</b> (11:45 section) |