



Managing Your Business Undergraduate Course Information Guide

Course Number: BADM 272, 4 credits, 10 Weeks

Delivery Formats: Online Async, On Campus, Online: Sync, Hybrid

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Course Description

In this course, students will learn the tools, metrics, techniques, and resources they would need to start and run a small business. With the tools learned in this course, students will be able to analyze opportunities, self-assess as entrepreneurs, learn how to attract talent and, get professional (e.g. mentors, advisory boards) and technology support. Students will become familiar with various on-line tools, support associations, metrics, and financial reporting methods. Students will be exposed to some of the most effective problem solving techniques available to business owners including: modeling; forecasting; strengths weaknesses opportunities threats (SWOT) analysis; 5 whys and interpersonal skills management. Finally, important business software will be discussed: personnel management software; comparative information resources; enterprise resource planning (ERP); expense trackers; time trackers and customer resource management (CRM) applications.

Learning Outcomes

After completing this course, you will be able to:

- Identify the four interrelated functions of management.
- Understand the process to develop and implement a strategic plan.
- Explain how managers direct and motivate employees, monitor operations and assess performance.
- Explain what benchmarking is and its importance for managing organizations.
- Identify the three levels of management and the responsibilities at each level.
- Discuss the different ways that an organization can departmentalize.

- Define motivation, and understand why it is important in the workplace.
- Explain the major theories of motivation.
- Define human resource management and explain how managers develop and implement a human resource plan.
- Identify factors that make an organization a good place to work, including competitive compensation and benefits packages.

Learning Strategies and Resources

Students in this course will read articles, watch films, participate in online discussions, and create a final paper to demonstrate their learning.

Required Readings

Books and learning materials are available at the DePaul bookstore, at <http://depaul-loop.bncollege.com>, or through alternative sources.

“Fundamentals of Business” by Stephen J. Skripak, Download this book for free at the DePaul library (iShare)

Additional readings may be available on Electronic Reserve, at the [DePaul Library](#). Login to Ares Course Reserves and select the course. Log in using your Campus Connect User ID and password. You will then get a page listing the courses in which you’re enrolled that have readings posted in Ares. Click on the title of this course and the list of our electronic reserve readings will be displayed.

Learning Deliverables

Discussions - Discussions are an essential component of this course. The discussions in this course are designed to be back-and-forth conversations between you and your classmates. In order to receive full credit for a given discussion, you must make a contribution that is substantive/creative, timely, and well-supported.

Quizzes - Each module will include a quiz for material covered in that module. Concepts from the text and lectures will be included.

Short Papers - There will be several short papers in this course. Each will be judged according to a customized rubric.

Final Project - The final project is a negotiation for financing of your hypothetical business. The first step is for the founder with a simulated business concept and support from family and friends, to simulate making initial investments, develop a minimal viable product or service offering, and launching it. With assumed, the student then seeks financing support from angel investors. As the angels agree to invest, they become part of the team. Finally, the founder/angel team negotiate with a simulated professional investor for more significant financing.

Attendance - This course is asynchronous and fully on-line. There are no scheduled lectures or attendance requirements. Students must however complete all assignments during the assigned weeks for full credit. Late assignments will receive partial credit at the discretion of the instructor.

Assessment of Student Learning

Distribution of Grade Points

Graded Assignments	Percentage of Final Grade
Online Discussions	40%
Quizzes	20%
Short Papers	10%
Final Project	30%

Grading Scale

A = 95 to 100	A- = 91 to 94	B+ = 88 to 90
B = 85 to 87	B- = 81 to 84	C+ = 77 to 80
C = 73 to 76	C- = 69 to 72	D+ = 65 to 68
D = 61 to 64	F = 60 or below	INC

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Course Schedule

Week or Module Title or Theme	Readings / Learning Activities	Graded Assignments
Week 1, Module 1:	Chapter 8 - Management and Leadership	Discussion Quiz One

	Lecture One - Leadership and Responsibility	
Week 2, Module 2:	Chapter 9 - Structuring Organizations Lecture Two - Operational Methods, Best Practices, and Accountability Paper	Discussion Quiz Two Paper
Week 3, Module 3:	Chapter 11 - Motivating Employees Lecture Three - The Carat and the Stick	Discussion Quiz Three
Week 4, Module 4:	Chapter 12 - Managing Human Resources Lecture Four - Team Building	Discussion Quiz Four Paper
Week 5, Module 5:	Chapter 10 - Operations Management Lecture Five - Process Documents, Industrial Engineering, and Efficiency	Final Project

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Course Policies

For access to all SCPS and DePaul University academic policies, refer to the following links:

[SCPS Student Resources Website](#)

[DePaul Student Handbook](#)

The [D2L Course Website](#) for this course.

Course Syllabus

The official syllabus for this course that includes course dates, instructor information and quarter specific details will be provided by the course instructor by the start of the course and available on the course D2L website.

Course Registration

To find out when this course will be offered next, you can go to the [SCPS Registration website](#) for details on how to register for the course.

For information on how this course can apply to your program, contact your academic advisor.

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This document was updated 7-17-23.

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