

# RUTGERS UNIVERSITY

## Business Essentials

Revised August 17, 2017

Course Number: 52:135:101  
Instructor: David E. Vance  
Classroom: **Sec 01 MW 12:30-1:50** BSB-132  
**Sec 02 TTh 11:10-12:30** ATG-121  
**Sec 03 TTh 2:00-3:20** LAW-103  
Office Phone: (856) 225-6921  
Office: BSB-229  
Office Hours: An hour before class and by appointment.  
E-mail: [dave.vance1@verizon.net](mailto:dave.vance1@verizon.net) ← **Best contact method.**

You must bring a calculator to every class. The calculator must be able to raise a number to a fractional power. A cell phone calculator does not count. No cell phone calculators or computers allowed on exams. You should have access to a computer with Microsoft Excel.

Text: The course will be taught from a Business Essentials course packet available at the bookstore. Notices and additional information will be posted on Sakai.

Course Objective and Description: Business Essentials is a first-year course that provides a quick start on a business education. It explores several advanced concepts that few schools address until the senior year and others don't address until graduate school. Among the advanced topics are: (i) entrepreneurship and raising capital; (ii) data analytics; (iii) critical thinking and negotiation; (iv) financial statement analysis; (v) contract law; (vi) the theory of capitalism, (vii) tax policy and (viii) company valuation. Other topics include civility and professional development.

To achieve these objectives, the course strikes a balance between lecture and student involvement. Sakai resources and class handouts present the basics in each subject area. It is very important that everyone read relevant chapters prior to class so they can participate. The textbook for this course is only available at the bookstore.

**Reading Assignment: You must read one of these books during the semester.**

*Democracy in America* by Alexis DeToqueville  
*Decline and Fall of the Roman Empire* by Edward Gibbon  
*The Road to Surfdom* by F. A. Hayek  
*Atlas Shrugged* by Ayn Rand or  
*The Federalist Papers* by [Alexander Hamilton](#), [James Madison](#), [John Jay](#), and [Clinton Rossiter](#)

Your assignment is to find and turn in ten quotes or key ideas from the book you select. Five ideas or quotes from the first half of the book are due in **Lecture 12** and five quotes or ideas from the second half of the book are due in **Lecture 20**. **This assignment must include: 1) book title, 2) author(s), 3) publisher, 4) edition, 5) and the page number for each idea or quote. If you want to get credit, you must also supply your name.**

**The instructor reserves the right to change the syllabus and accelerate the lectures.**

**Ethics Quiz:** This is a series ethical problems on Sakai which you must read and analyze. The grade on this exercise is either 0 or 100. If you correctly analyze 90% or more of these ethical problems, you get 100. If you correctly analyze less than 90% you get zero. **You may take the exercise as many times as you want.** Each time you do the exercise, you may have to analyze different problems. The instructor will get your score from sakai.

**Homework Assignments:** Homework is detailed in the Homework Pack on Sakai. Homework for each lecture and the due dates are shown in this syllabus. The homework is designed to strengthen your understanding of the materials covered in class. Homework is collected on due dates at the beginning of class and graded on effort and punctuality. Homework that is properly done, but late will receive 90% the grade it would otherwise have. For example, homework that is 100% correct, but late will only receive a 90. Homework which is 80% correct, but late will only receive a 72. **Late homework received after Thanksgiving will only receive 80% of the grade it would otherwise have.** Homework not turned in will receive a zero. **I CANNOT ACCEPT HOMEWORK AFTER THE LAST CLASS OR ELECTRONICALLY. SOMETIMES IN LIFE, IF YOU CAN'T COMPLETE SOMETHING BY THE DEADLINE, THERE IS NO POINT IN DOING IT. THE LAST CLASS IS ONE SUCH DEADLINE.**

Examinations and Grading: A student's grade for the course is based on three exams, homework, the reading assignment, class participation, group projects, ethics quiz & final exam. Performance will be weighted as follows:

Exam 1	13 points
Exam 2	13 points
Exam 3	13 points
Class Participation	13 points
Homework	13 points
Reading Assignment	8 points
Ethics Exercise	4 points
Group Financial Project	4 points
Group Data Mining Consulting Report	4 points
Final Exam	15 points

**If you are more than ten minutes late for class, your participation grade for that day can be no higher than 50%, but, better late than never.**

**If you come in after attendance is taken, make sure you check in with me after class.**

**Among other things, participation means keeping up with the class discussion and knowing what question is being asked. When you ask that the question be repeated, that is some evidence you are not paying attention.**

Grades: <60 F; 60-69.9 D; 70-74.9 C; 75-79.9 C+; 80-84.9 B; 85-89.9 B+; 90-100 A

**Dress: If one dresses like a professional he or she will be treated like a professional. If one dresses like a bum, he or she will be treated like a bum. Hoodies and sun glasses should not be worn in doors. People will assume you are afraid if you wear hoodies and sun glasses indoors. You can't project confidence if people think you are afraid. Show no fear.**

**Status Requests:** Every year there is a deluge of student emails asking which homeworks were turned in, which classes they attended, their grade point average and so forth. With 300 students a year, it becomes burdensome to look up and respond to requests for information that students should already have. If you find you need something specific, kindly see me after class. Part of this policy is to improve administrative efficiency, but the more important part is to promote self-reliance which begins when students take responsibility for their work.

**It is your responsibility** to come to class, fully participate in all class activities; know what your assignments are and when they are due.

Homework is due on the assigned date even if we haven't yet covered that lecture material. Read the course pack.

**Group Data Mining Consulting Report - Each team must meet with me during free period to discuss this report at least a week prior to submission. I will act as the client so think about what you want to say before the meeting.**

It is your responsibility to download, print and read the Saki notes. If you miss a class it is your responsibility to get class handouts from fellow students. I do not carry an inventory of handouts to subsequent classes.

Make-up exams will **not** be given except for emergencies. Social engagements do not constitute emergencies and a missed exam may receive a grade of zero.

If you have my permission to be absent from an exam, the make-up exam must be taken upon your return to class and it may or may not be the same as the exam the class took. It may be harder.

**Exam Policy: You may bring one side of one sheet of 8.5" x 11" hand written notes to each exam. Anyone who asks to bring more than one side of one sheet of notes to the Final Exam will NOT be allowed to bring any notes.**

**FINAL EXAM SCHEDULE - Exams to be in regular class rooms.**

Section 01	Monday, December 18 <sup>th</sup>	11:30-2:20
Section 02	Tuesday, December 19 <sup>th</sup>	11:30-2:20
Section 03	Thursday, December 21 <sup>st</sup>	11:30-2:20

## Business Essentials

Lecture No.	Sections 02 & 03	Section 01	Lectures & Homework
1	9/5	9/6	BE 01 Leadership, Character, Self-Reliance and Execution
2	9/7	9/11	BE 01 Leadership, Character, Self-Reliance and Execution
3	9/12	9/13	BE 01 Leadership, Character, Self-Reliance and Execution
4	9/14	9/18	BE 02 Entrepreneurship & Raising Capital <b>Homework due: Module I Abstract of 4 principles or ideas from “Message to Garcia”</b>
5	9/19	9/20	BE 02 Entrepreneurship & Raising Capital
6	9/21	9/25	BE 03 Capitalism <b>Homework due: Module II Raising Capital Assignment</b>
7	9/26	9/27	BE 04 Tax Policy
8	9/28	10/2	BE 05 Ethics, Manners and Civility <b>Homework Due: Module III Networking</b>
9	10/3	10/4	<b>Exam I</b>
10	10/5	10/9	BE 06 Financial Analysis <b>Due: Ethics Quiz On-Line by 6:00 P.M. Quiz removed from sakai after that.</b>
11	10/10	10/11	BE 06 Financial Analysis <b>Homework Due: Module IV Income Statement Interpretation</b>
12	10/12	10/16	BE 06 Financial Analysis <b>Homework Due: Book assignment Part 1</b>
13	10/17	10/18	BE 06 Financial Analysis <b>Homework Due: Module V Operating Ratios</b>
14	10/19	10/23	BE 06 Financial Analysis
15	10/24	10/25	BE 07 Critical Thinking <b>Homework Due: Module VI Asset, Liability and Equity Ratios</b>
16	10/26	10/30	BE 07 Critical Thinking <b>Homework Due: Module VII Comparative Financial Analysis</b>
17	10/31	11/1	<b>Exam II</b> <b>Financial Analysis Group Project Due</b>
18	11/2	11/6	BE 10 Marketing
19	11/7	11/8	BE 11 Information Technology and Data Mining <b>Homework Due: Module VIII Marketing</b> <b>Each team must meet with me prior to submitting the Data Mining Consulting Report</b>
20	11/9	11/13	BE 11 Information Technology and Data Mining <b>Book assignment Part 2 Due</b>
21	11/14	11/15	BE 12 Contracts and the Law <b>Homework Due: Module IX Data Mining Calculations</b>
22	11/16	11/20	BE 13 Finance and the Time Value of Money
23	11/21	11/27	BE 13 Finance and the Time Value of Money
24	11/28	11/29	<b>Exam III</b> - Covers BE 10 Marketing, BE11 Information Technology and Data Mining, BE 12 Contracts and the Law <b>Homework Due: Module X Time Value of Money</b>
25	11/30	12/4	BE 14 Company Valuation <b>Group Data Mining Consulting Report Due</b>
26	12/5	12/6	BE 14 Company Valuation
27	12/7	12/11	Section 02 & 03 Final Review Part 1; Section 01 Final Review Parts 1 & 2 <b>Homework Due: Module XI Company Valuation</b>
28	12/12	12/13	Final Review Part 2

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THE INSTRUCTOR RESERVES THE RIGHT TO CHANGE THE SYLLABUS

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Never let me type anything. I'm a theorist not a typist

## Team Projects

There are two team projects. One project is a Financial Analysis of given companies. The other team project is a Data Mining consulting report.

In part, team projects are meant to re-enforce class room material through a learn-by-doing strategy. In part, team projects are meant to teach people how to organize and manage teams.

After each project, team members will evaluate all team members, including themselves. Each team member will rank team members 7, 6, 5, 4, 3, 2, or 1 with 7 as the highest and 1 as the lowest. No two people may have the same ranking. If a person contributed nothing you may give him or her zero. More than one person may receive a zero.

The team member that gets the highest ranking will receive the project grade +5 points. The team member that receives the lowest ranking will receive the project grade -5 points.

### **DON'T EMBARRASS YOURSELF BY SAYING THAT EVERYONE CONTRIBUTED EQUALLY.**

If it were possible for everyone to contribute equally no NFL player would ever be cut from a team.

Ballots that rank two team members the same will be void. However, more than one team member may receive a zero. If there are no valid ballots for a team the entire team will receive the project grade -5 points.

The instructor will assign people to teams and reserves the right to re-organize teams after the first project.

## De-Registered Students

Every semester the Registrar de-registers dozens of students for failure to make timely tuition payments.

One consequence of this is that such students lose access to sakai.

With so many students de-registered for non-payment, it becomes burdensome to re-input them to sakai on a manual basis.

**Please do not ask me to input you into sakai if you have been de-registered.**

Please download everything you need from sakai at the beginning of the semester.

If something new is added after de-registration get it from a classmate.

The one thing you can only do through sakai is take the Ethics Quiz. If there is the slightest chance you cannot make timely tuition payments, take the Ethics Quiz right away.