



UNIVERSITY
of
VIRGINIA

MCINTIRE SCHOOL OF COMMERCE

Making Business Work – Commerce 1800

Fall 2012

LEAD INSTRUCTOR	OFFICE	OFFICE HOURS	SECTION TIMES	E-MAIL ADDRESS
Robert Kemp	319 RRH	Tuesday & Thursday, 12:30 pm – 1:30 pm	Tuesday & Thursday, 2:00-3:15 pm & 3:30-4:45 pm	rsk@virginia.edu

THE HONOR SYSTEM and the MCINTIRE SCHOOL of COMMERCE:

The McIntire School of Commerce relies upon and cherishes its community of trust. We firmly endorse, uphold, and embrace the University's Honor principle that students will not lie, cheat, or steal, nor shall they tolerate those who do. We recognize that even one honor infraction can destroy an exemplary reputation that has taken years to build. Acting in a manner consistent with the principles of honor will benefit every member of the community both while enrolled in the McIntire School and in the future. Students should report all suspected honor violations to an honor representative immediately, and faculty will report all suspected honor violations immediately to an honor representative. If you have questions about your Honor System or would like to report your suspicions of an Honor offense, please contact your honor representatives.

REQUIRED READINGS and CASES:

1. How Business Works: Making profits, Taking Risks, and Creating Value, (Second Edition) Kemp, 2012, Cognella. (Available online at [https://students.universityreaders.com/store/.](https://students.universityreaders.com/store/))
2. *The Wall Street Journal*

OBJECTIVES of Making Business Work:

"Making Business Work" is a course designed for students without previous business courses. It introduces basic, useful, and important concepts that under gird American business practice. Basic theory and skills in the areas of strategy, management, marketing, finance, accounting, and information technology (IT) will be covered. The class will allow students to develop critical thinking skills while addressing emergent issues in business practice. Specific topics include defining the business model, understanding financial statements, formulating a marketing strategy, analyzing consumer behavior, managing employees, and exploring information technologies that make business work.

COURSE REQUIREMENTS:

Class meetings are built around a specific topic and focus on a set of current or classic readings. All students are required to read all materials, to prepare all discussion questions and cases, to participate during class, and to complete all assignments.

Attendance:

Course material will be supplemented in class. Students are expected to attend all classes; however class attendance is not mandatory. Attending class is your responsibility. We do know that students who attend class perform better than those that miss class. Per *UVA Undergraduate Record*: Students are expected to attend all lectures and other prescribed activities of the courses for which they are registered. Although the course instructor sets course

attendance requirements, any student who is absent from more than 50 percent of the lectures may automatically receive a grade of F in that course.

Grading:

Problem Sets (3 points each)	15%
Wall Street Journal Assignment (WSJ)	2%
Exam 1	25%
Exam 2	25%
Exam 3 – Final Exam	25%
Course Project	<u>8%</u>
Total	<u>100%</u>

Students are expected to take the tests with their respective section. No make-up tests are given.

The following grading scale will be used for the course:

- A = 94 and above
- A- = 90 to 93
- B+ = 86 to 89
- B = 83 to 85
- B- = 80 to 82
- C+ = 76 to 79
- C = 73 to 75
- C- = 70 to 72
- D+ = 66 to 69
- D = 63 to 65
- D- = 60 to 62
- F = below 60

Wall Street Journal Assignment – WSJ (group, not individual assignment):

Students will be formed into groups of 5 or 6 prior to the commencement of the WSJ assignments. A listing of the groups and the date of their assignment will be posted on Collab. For each assignment day, two to three groups in each section will be chosen to pick an article from the WSJ of their choosing (one or two issues prior to the class date). Each group will prepare a 5 minute presentation on the article for the class. Days that such activity will take place are listed below in the “Daily Schedule.”

By 12 noon of the Friday before their presentation, each group will send to their section’s designated graduate student (see below) a statement as to why the article was chosen, a brief summary of the article, and three multiple choice questions that may be included in the mid-term exam or final exam. One of the groups will be chosen to present their article to the class. Prior to class, the titles of all the articles selected by the groups will be posted on toolkit (a total of six articles).