

## EMEN 5010 Syllabus

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### Course description

- Presents business fundamentals and general management principles.
- Provides an experience-based introduction to technical management.
- Serves as an introduction to the graduate program in Engineering Management at the University of Colorado at Boulder.

### Course Instructor

Dr. Wayne Kirschling  
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Office Phone: 303-492-1211  
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Office Hours: As arranged.

### Course Textbook

Nickels et al., *Understanding Business*, 8th ed., 2008, ISBN: 007310597X.

You can save approximately 50% off the bookstore price if you would rather have an electronic copy of the book. You can download the text to your computer, and have printing capabilities so you can study/review. Be aware that you may not have access to the electronic textbook after the end of the course. If this is important, you should ask about this issue before purchasing the electronic textbook. The electronic textbook is available for purchase at <http://textbookszinio.com/>

Additional readings are provided online through the eCollege system

### Course Requirements

- Register on the web at xxxxxx for access to eCollege eCompanion (look for the *register* link). This web-based tool will be used as an integral part of the course to enable students to interact and download class visual aids and readings. **For all technical questions, please call the eCollege Helpdesk at 303 873-0005.**
- Assigned readings for each unit will be posted in eCollege. Students are expected to complete assigned readings *prior* to attending class and to actively participate in discussions in class and online.

### Course Grading

100 total points

- 50 points: Participation in weekly online discussion
- 50 points: Weekly online exam

Scale

- A 94 and above
- A- 90 to less than 94
- B+ 87 to less than 90
- B 83 to less than 87
- B- 80 to less than 83
- C less than 80

### Course Content

1. Managing within the dynamic business environment
2. How economics affects business

3. Competing in global markets
4. Demonstrating ethical behavior and social responsibility
5. Choosing a form of business ownership
6. Entrepreneurship and starting a small business
7. Management, leadership, and employee empowerment
8. Adapting organizations to today's markets
9. Producing world-class goods and services
10. Motivating employees and building self-managed teams
11. Human resource management
12. Marketing
13. Developing and pricing products and services
14. Understanding financial information and accounting
15. Financial management

### **University Provisions and Requirements**

1. Appropriate Classroom Laptop Use: Although having a laptop in class opens up new learning possibilities for students, sometimes students utilize it in ways that are inappropriate. It is easy for your laptop to become a distraction to you and to those around you. Therefore, please refrain from instant messaging, e-mailing, surfing the Internet, playing games, writing papers, doing homework, etc. during class time. Acceptable uses include taking notes, following along with the instructor on PowerPoint, and other directed class activities, as well as working on assigned in-class activities, projects, and discussions that require laptop use.
2. If you qualify for accommodations because of a disability, please submit a letter to the instructor from Disability Services in a timely manner so that your needs may be addressed. Disability Services determines accommodations based on documented disabilities. For further information, see <http://www.Colorado.EDU/disabilityservices>, contact 303-492-8671, or visit Willard 322.
3. Campus policy regarding religious observances requires that faculty make every effort to deal reasonably and fairly with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or class attendance. Students for whom religious observances conflict with class schedules should contact the instructor no later than two weeks before the potential conflict to request special accommodations. See full details at [http://www.colorado.edu/policies/fac\\_relig.html](http://www.colorado.edu/policies/fac_relig.html).
4. Students and faculty each have responsibility for maintaining an appropriate learning environment. Students who fail to adhere to such behavioral standards may be subject to discipline. Faculty have the professional responsibility to treat all students with understanding, dignity and respect, to guide classroom discussion and to set reasonable limits on the manner in which they and their students express opinions. Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender variance, and nationalities. See policies at <http://www.colorado.edu/policies/classbehavior.html> and at [http://www.colorado.edu/studentaffairs/judicialaffairs/code.html#student\\_code](http://www.colorado.edu/studentaffairs/judicialaffairs/code.html#student_code).
5. All students of the University of Colorado at Boulder are responsible for knowing and adhering to the University's academic integrity policy. Violations of this policy may include: cheating, plagiarism, aid of academic dishonesty, fabrication, lying, bribery, and threatening behavior. All incidents of academic misconduct shall be reported to the Honor Code Council ([honor@colorado.edu](mailto:honor@colorado.edu); 303-725-2273). Students who are found to be in violation of the academic integrity policy will be subject to both academic sanctions from the faculty member and non-academic sanctions (including but not limited to university probation, suspension, or expulsion). Other information on the Honor Code can be found at <http://www.colorado.edu/policies/honor.html> and at <http://www.colorado.edu/academics/honorcode/>.

\*\*\*\* Students submitting exams for credit in this class will write the following on each paper submitted: *“On my honor, as a University of Colorado at Boulder student, I have neither given nor received assistance on this work”* \*\*\*\*

6. The University of Colorado Policy on Sexual Harassment applies to all students, staff and faculty. Sexual harassment is unwelcome sexual attention. It can involve intimidation, threats, coercion, or promises or create an environment that is hostile or offensive. Harassment may occur between members of the same or opposite gender and between any combination of members in the campus community: students, faculty, staff, and administrators. Harassment can occur anywhere on campus, including the classroom, the workplace, or a residence hall. Any student, staff or faculty member who believes s/he has been sexually harassed should contact the Office of Sexual Harassment (OSH) at 303-492-2127 or the Office of Judicial Affairs at 303-492-5550. Information about the OSH and the campus resources available to assist individuals who believe they have been sexually harassed can be obtained at: <http://www.colorado.edu/sexualharassment/>.