

Mr. Matson
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Introduction to Business Management (CAPP 198)

FALL 2025 - HOUR 5B: 11:45 - 12:35

Office hours: Monday - Friday 1:30 - 2:25

Course Outline

Course Number MHS: 5245 CAPP BUSINESS MGMT, .5 credits

Course Number UW-Oshkosh: BUSINESS 198 - 082C Introduction to Business, 3 credits

Course Description

The course is designed as an introductory course for all students interested in learning more about business. Students will be exposed to many different aspects of the world of business. A primary objective of the course is to broaden both the interests and horizons of early level university students toward understanding the dynamics of business and business careers. Lectures, readings, presentations by guest speakers, videos, etc. will be utilized to facilitate student's learning. Special fees may apply.

Course/Program Objectives

1. Comprehensive knowledge of all major business disciplines
2. Data utilization and analysis skills will be practiced
3. Communication skills will be developed
4. Global implications, ethical understanding, and professionalism will be apparent

Materials Needed:

BUSN, 10th Edition Marcella Kelly, Chuck Williams ISBN-10: 1337116696 ISBN-13: 9781337116695 © 2018. **NOTE: Classroom textbooks are available to checkout to students at no cost subject to terms of use and conditions.**

Paper, Pens, Highlighter, Notebook

Resources:

Google Classroom, UW-Oshkosh Titan Web, Google Apps Suite, Computer Lab BUSN 10 Text

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Course Content

WEEK	UNIT	TOPICS	CHAPTER	ASSESSMENTS
W1	INTRO	Course intro/registration	1	Unit Assignments
W2	1	Business Environment	1	Unit Assignments
W3	1	Economics	2	Unit Assignments Unit Group Quiz
W4	2	Business Formation Business Plan Part 1	6	Unit Assignments Unit Group Quiz
W5	3	Management	14	Unit Assignments Unit Group Quiz
W6	4	Operations Business Plan Part 2	17	Unit Assignments Unit Group Quiz BP PART 1
W7	4/5	Operations/Human Resources	17/15	Unit Assignments
W8	5	Human Resources	15	Unit Assignments Unit Group Quiz
W9	EXAM	Exam 1 (Units 1 - 5) & Business Plan Part 2	1, 2, 6, 14, 17, 15	BP PART 2 EXAM 1
W10	6	Marketing & Product Strategy	11	Unit Assignments Unit Group Quiz
W11	7	Distribution & Pricing Business Plan Part 3	13	Unit Assignments Unit Group Quiz
W12	8	Technology	16	Unit Assignments Unit Group Quiz
W13	9	Accounting	8	Unit Assignments
W14	9	Accounting Business Plan Parts 4/5	8	Unit Assignments Unit Group Quiz BP PART 3
W15	10	Finance	9	Unit Assignments Unit Group Quiz
	10	Finance	9	Unit Assignments Unit Group Quiz

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W16				
WEEK: ENDS	UNIT	TOPICS	CHAPTER	ASSESSMENTS
W17	11	Entrepreneurship	7	Unit Assignments Unit Group Quiz
W18	11	Entrepreneurship Business Plan Presentations	7	Unit Assignments Unit Group Quiz BP PARTS 4 AND 5 BP PRESENTATIONS
EXAM WEEK: PERIOD 5: Units 6 - 11 (chapters 11, 13, 16, 8, 9, 7)				
Q3 ENDS 11/4				
Q4 ENDS 1/23				

The above represents the schedule of activities the instructor intends to follow during the term. However, the instructor reserves the right to modify or change this schedule at any time.

Grading Scale:

UW-Oshkosh Grading Scale:*

Grading (%):

A = 93.0 +

A - = 90.0 - 92.9

B+ = 87.0 - 89.9

B = 83.0 - 86.9

B - = 80.0 - 82.9

C+ = 77.0 - 79.9

C = 73.0 - 76.9

C - = 70.0 - 72.9

D+ = 67.0 - 69.9

D = 63.0 - 66.9

D - = 60.0 - 62.9

F < 60.0

Chapter Pre-work, Questions and Quizzes: 40%
Exams (2): 40%
Business Plan: 20%

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*This UW-Oshkosh scale will be applied to all UW-Oshkosh records for students dual-enrolled in this course. The standard MHS Grading Scale will be used and applied to students MHS Records. Infinite Campus will track progress using the MHS Standard Grading Scale.

Participation	Take an active part in classroom discussions and activities. Please feel free to share experiences, opinions, and relevant information.
Atmosphere	Common courtesy is expected and a must. This refers to raising your hand, talking in turn, and keeping the room neat and clean. I expect that everyone, including myself, will be treated with respect at all times.
Class Work	Hand in assignments on time. Late assignments/projects will be 25% off. Late work must be handed in within 2 weeks of the due date in order to receive points.
Grading	Grading will be based on assignments, projects, quizzes, and tests.
Grading Scale	The UW-Oshkosh scale will be applied to all UW-Oshkosh records for students dual-enrolled in this course. The standard MHS Grading Scale will be used and applied to students' MHS Records. Infinite Campus will track progress using the MHS Standard Grading Scale.
Food and Drink	Only water may be consumed in this classroom. Do not bring food, soda, coffee, juice, milk, etc. into the room. No beverages at the computers.
Absences	When absent, it is YOUR responsibility to find out what you missed. Check the Google Classroom for any assignments or notes that were given out during absence. Unexcused absences will result in a "0" for any assignment, quiz, or test that was given during the period. During work periods, if any absence is unexcused, you won't receive an extension.

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- Tardy** It is expected that you arrive to class on time and be in the room AT YOUR SEAT when the final bell rings.
- Communication Devices** Communication devices (Cell Phone, iPod, iPhone) are not allowed in class. Sending or reading texts, surfing the Internet, tweeting, snapchatting, etc. will get your device taken away. During instructional time, make sure it is put away. There will be times when devices will be allowed in class at my instruction.
- Computers** Make sure you use the computers appropriately. No games. Under no circumstances should you change any of the settings.
- Academic Honesty** Academic misconduct will not be tolerated. All suspected incidents of academic misconduct will be considered using the UWO [Student Discipline Code, Chapter 14](#).

CAPP students and families, please note:

All CAPP students, through their UW Oshkosh student ID number, email, Net ID, and Titan Card have access to UW Oshkosh on-campus and online events and resources, just as regular UWO students do. These include the Polk Library database and research resources, on-campus clubs, events, contests (can add department or course-specific appropriate resources) as well as CAPP scholarships.

If a CAPP student plans to enroll at UW Oshkosh as an incoming freshman, they may apply for a: CAPP Scholarship of \$500 or, if eligible, CAPP Honors College Scholarship of \$1000.

For more information on the CAPP Scholarships

<https://uwosh.edu/capp/students/other-opportunities/>

Apply here:

<https://uwosh.academicworks.com/opportunities?utf8=%25E2%259C%2593&term=CAPP&commit=Search>

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If you or your parents would like further information about studies at UW Oshkosh, please contact the CAPP Course 198 liaison, Mr. Andy Miller, Senior Lecturer, UW-Oshkosh - Management and Human Resources, at milleraj@uwosh.edu

At UW Oshkosh, the foundation to your learning is a liberal arts education. Liberal Education is an approach to learning that empowers individuals and prepares them to deal with complexity, diversity, and change. It provides students with broad knowledge of the wider world (e.g. science, culture, and society) as well as in-depth study in a specific area of interest. A liberal education helps students develop a sense of social responsibility, as well as strong and transferable intellectual and practical skills such as communication, analytical and problem solving skills, and a demonstrated ability to apply knowledge and skills in real world settings.

This course meets the requirements for an elective and is a required course for UWO business majors.

The Business Plan Project

An important element of CAPP 198 is the Business Plan Project. It will require a great deal of work on your part, but it will have several important benefits:

- an opportunity to apply business concepts and skills taught in this class.
- provide practice working within a business-oriented team.
- it may actually help you launch a business.

HELPFUL SOURCES: To help you prepare your business plan, there are many helpful sources:

Small Business Administration (SBA). Investigate this fine government agency that supports entrepreneurs. You will find many example business plans on their web site, as well as

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a great deal of background material to help explain various aspects of business:
<http://www.sba.gov/smallbusinessplanner/index.html>

Bureau of Labor Statistics (BLS). Also look at the US Department of Labor's BLS web site. It will tell you about wages for various jobs, the availability of workers in various parts of the country by occupation, and overall business costs. FYI: It is also a good place to find the current version of Occupational Outlook Handbook which tells you what the odds are of finding a job in various fields, and what you can expect to be paid: <http://www.bls.gov/home.htm>

Wisconsin Department of Administration (DOA). Another site you will find helpful in doing research about Wisconsin business opportunities is county population estimates for the next twenty-plus years <http://www.doa.state.wi.us/>

For each of these assignments, include a **Business Plan Team Project Cover Page** that names the members of the team, identifies the level of participation exhibited by each member of the team, and is signed by each member of the team (see form below). All work should be prepared in Arial or Times New Roman, 12-point font. Also, since each assignment builds on previous work, include previous sections with each new assignment. These assignments will be graded based on completeness, accuracy, structure, grammar, and professionalism.

1. Business Plan Part 1: Business Overview **25 points possible.**

In one single-spaced page describe the essence of your business. All work should be prepared in Arial or Times New Roman, 12-point font.

- Describe the product or service that your business provides; include information regarding what makes the product or service unique.
- Discuss all of the competitors that your business may encounter (broad).
- Identify the most likely potential customers for your product or service (narrow).

2. Business Plan Part 2: Formation, Management, and Operations **50 points possible**

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In three to five single-spaced pages describe how your business will legally form itself, how your business will be managed and structured, and how it will focus on effective operations. All work should be prepared in Arial or Times New Roman, 12-point font.

- Compare the various types of business formation available as you discuss which form your company will utilize, and why.
- Briefly describe how the managerial planning process will be handled within your company (i.e. who, when, what). Prepare a SWOT analysis to evaluate your company's current competitive position; use supporting data, not opinions (e.g. consider checking the BLS and other web sites for data). When preparing your SWOT analysis, please use full sentences rather than sentence fragments. Discuss key organizing considerations for your company including: degree of centralization, span of control, and identification of the specific form of departmentalization that your company will utilize, and why
- Discuss how several location factors will affect your company's specific choice of location. Comment on what your company will do to control inventory, and how you will create an effective value chain. Identify operational technology (i.e. automation, robotics, etc.) that your organization will utilize.

3. Business Plan Part 3: Human Resources, Marketing, and Distribution

50 points possible

In three to five single-spaced pages describe how your business will utilize its human resources, as well as market and distribute its product/service. All work should be prepared in Arial or Times New Roman, 12-point font.

- Identify and briefly describe each of the several positions that will be necessary to operate your company, and then prepare a *formatted* position description (i.e. Job Title, Job Description, and Job Specifications) for one of those positions. Discuss the recruitment, selection, training, and compensation (incl. benefits) policies/procedures that will be administered within your company.
- Identify several specific examples of how your company will *segment* its most likely consumers. Then, use this segmentation to specifically identify your company's *target* consumer/market. Several elements influence the consumer decision-making process; describe how several of these influences will likely impact a decision to purchase your specific product/service.

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- Discuss the specific ways in which distribution will add value (i.e. utility) to your product/service. Specifically describe the distribution channel or channels that your company will utilize in transferring the product/service from your company to the end consumer. If store retailing is used, discuss the distribution strategy (option) that you anticipate using. Finally, discuss your company's pricing objectives and strategies.

4. Business Plan Part 4: Information Technology, Accounting, and Finance

50 points possible

In four to six single-spaced pages explain how the first year of business will appear financially, your company's use of financing, and the development of information technology. All work should be prepared in Arial or Times New Roman, 12-point font.

- Identify the information technology tools that your business may likely use (i.e. hardware, software, networks, cloud, etc.) and how these tools will help achieve your company's goals. Discuss the pros and cons (i.e. opportunities and concerns) of your company participating in e-commerce.
- Create the balance sheet and the income statement that you expect to see at the *end of your first year* in business. Briefly discuss each statement (include an explanation of how you arrived at several of the key numbers used on the statement). Also, explain how your company will use the elements of managerial accounting on an ongoing basis within your company
- Based on the financial statements you created in the Accounting section of your Business Plan, calculate your company's Current ratio, Debt-to-Assets ratio, and the Return on Equity ratio, then explain what each calculated amount means for your company. Describe your company's anticipated short-term financing needs, and where you will obtain required short-term financing. Describe your company's long-term financing needs, and the likely source of your company's long-term funds (i.e. equity or debt).

5. Completed Business Plan

The Completed Business Plan must include all previous parts of the Business Plan Project (i.e. #1, #2, and #3, above), along with current assignment #4. However, also be sure to include an appropriate Table of Contents. All work should be prepared in Arial or Times New Roman, 12-point font. This final document should represent something you might actually show a

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commercial banker, a venture capital firm, or a potential employer. In addition, **upload a file to Google Classroom** so that I can maintain an electronic copy. If an electronic copy of the business plan is not provided as required, each member of the team will receive a failing grade for the course.

6. Business Plan Presentation

25 points possible

You team will create a Google Slides Presentation of five-six slides that briefly describes your business (for example, how it will be organized, to whom you will market your product/service, etc). Also, be sure to upload the presentation to Google Classroom so that your team can make a three-minute presentation to the class.

5. Completed Business Plan

The Completed Business Plan must include all previous parts of the Business Plan Project (i.e. #1, #2, and #3, above), along with current assignment #4. However, also be sure to include an appropriate Table of Contents. All work should be prepared in Arial or Times New Roman, 12-point font. This final document should represent something you might actually show a commercial banker, a venture capital firm, or a potential employer. It must be printed and bound (materials will be provided for this). In addition, **upload a file of your Completed Business Plan to Google Classroom for the course** so that I can maintain an electronic copy. If an electronic copy of the business plan is not provided as required, each member of the team will receive a failing grade for the course.

6. Business Plan Presentation

25 points possible

You team will create a PowerPoint Presentation of five-six slides that briefly describes your business (for example, how it will be organized, to whom you will market your product/service, etc). Also, be sure to bring a *flash drive* to class containing the PowerPoint file so that your team can make a three-minute presentation to the class.

An additional note regarding Academic Misconduct as it relates to the *Business Plan Course*

Project: It is evident that there are a very large number of business plans available on the Internet and elsewhere; you may certainly review them for ideas. However, if you copy (i.e.

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plagiarize) any portions of those plans, every member of the team will receive a failing grade for the course.