



**Department of Business  
Syllabus**

**Conceptual Foundations of Business (MG 315)**

**Ed Younkins**

**Fall, 2007**

**Office: NTTC G16**

**MW 10:00**

**Classroom: NTTC G20A**

**Office Hours: MWF 8:00-9:00am**

**MWF 11:00-11:30am**

**T 5:30-6:30pm**

**Email: younkins@wju.edu**

**COURSE OVERVIEW**

Conceptual Foundations embraces the major ideas and institutions that make up an important part of the environment within which business transactions take place. The ideas are those philosophical concepts which have helped to shape business and society. The institutions include not only business institutions but also those legal and political institutions which have a major bearing on business.

This course emphasizes the contemporary role of business in society and, in particular, the interrelationships between American business, government, labor, consumers, and the public. Students are encouraged to develop and apply critical thinking in order to gain a greater understanding of these interrelationships and an appreciation of the complex problems and unresolved issues facing business and society.

This course emphasizes lectures with some class discussions. Reading material for the course is drawn from theoretical and empirical literature in a variety of disciplines including: economics, philosophy, law, history, political science, theology, the social sciences (sociology, psychology, and anthropology), etc. The readings, in turn, provide a "bank" of fundamental ideas and basic concepts which underpin the private sector of the American economy and which focus on various manifestations of our business society.

**REQUIRED TEXTS**

Edward W. Younkins, *Capitalism and Commerce: Conceptual Foundations of Free Enterprise*  
Ayn Rand, *Atlas Shrugged*

**CLASS FORMAT**

Classes will generally be conducted using a lecture/discussion format. The chapters in the text will be used to focus discussion on important topics. Class participation is an essential part of the learning experience in this course. Students should be ready to answer questions that arise in class concerning the assigned topics and to discuss any assigned cases, readings, and questions. Students will present and discuss the chapters from *Atlas Shrugged*.

## **DROP POLICY**

The drop policy is in accordance with College procedures. The responsibility for completing all the necessary steps rests with the student.

## **ATTENDANCE**

Attendance is not required except for those on AP who will be limited to 6 absences. However, non-attendance can adversely affect the student's participation grade. Students should realize that classroom presentations often add to the material in the assigned readings and that the student will be held responsible for all such material. Non-attendance is therefore at the student's own risk.

## **WRITING POLICY:**

It is assumed that any student enrolling in this course is able to adequately express himself or herself in English, both orally and in writing. The student should refer to the Department of Business and Technology's website for the writing criteria. Confused, garbled, grammatically incorrect writing or speaking **will** result in lower grades.

## **GRADING**

The course grade will be determined on the basis of total points earned during the Fall Semester. The following is how the points will be allocated.

3 tests	90%
Participation and Presentations	<u>10%</u>
TOTAL	100 %

<u>Date</u>	<u>Chapter(s)</u>
Aug. 27	CC: Preface & Introduction
29	CC Chs 1-3 Individual Rights, Individuals and Communities, Civil Society
31	AS: Chs I-1-3
Sept. 5	CC: Chs 4-6 The Common Good, The State, Personal Flourishing and Happiness
7	AS: Chs I-4-6
10	CC: Chs 7-9 Private Property, Contract, Work
12	CC: Chs 10-12 The Labor Union, The Corporation, Business
14	AS: Ch I-7-9
17	CC: Chs 13-15 Entrepreneurship, Technology, Justice
19	CC: Chs 15-17 Justice, Law, Corporate Governance
21	AS: Ch I-10; Chs II 1 & 2
24	Test No. 1 on CC: Chs 1-17
26	CC: Ch 18 Collectivist Thinkers
28	AS: Chs II-3-5
Oct. 1	CC: Ch 18 Collectivist Thinkers
3	CC: Ch 18 Collectivist Thinkers
5	AS: Chs II-6-8
8	CC: Ch 19 Cultural Relativism
10	CC: Ch 19 Cultural Relativism
12	AS: Chs II-9-10; AS: Chs III-no.1

	17	CC: Ch 20 Communitarianism
	19	AS: Ch III-2-4
	22	CC: Ch 21 Environmentalism
	24	CC: Ch 21 Environmentalism
	26	AS: Ch III-5-6
	29	CC: Ch 22 Public Education
	31	CC: Ch 22 Public Education
Nov.	2	AS: Chs III-7-8
	5	CC: Ch 23 Taxation
	7	CC: Ch 24 Protectionism
	9	AS: Chs III-9-10
	12	CC: Ch 25 Antitrust Laws
	14	CC: Ch 26 Government Regulation
	16	CC: Ch 27 Inflation and Money
	19	CC: Ch 28 Conceptual Foundations Revisited
	26	CC: Ch 29 The Future
	28	Test No. 2 on CC: Chs 18-29
	30	AS Lecture
Dec.	3	AS Lecture
Dec.	5	AS Lecture
	7	AS Lecture
	10	AS Lecture
Scheduled Day		Test No. 3 on AS