



**MBUS 3000**  
**Fundamental Concepts in Business**  
Spring 2009  
MWF 9:05  
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**Professor Jeffrey Netter**  
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*Office Hours: TBA.*

***Faculty (in order of appearance)***

**Jeff Netter** – Department of Banking and Finance, [jnetter@terry.uga.edu](mailto:jnetter@terry.uga.edu) He is the instructor of record for this class. Do not bother any other professor with administrative questions. Dr. Netter will handle those situations. (teaches Economics and Finance)

***Others: TBA***

**Course description:**

*Announcements:* Students are responsible for checking Webct for announcements. It is the official source of information about the class, including upcoming assignments. This is the only the second time this class has been taught, it is using materials from different sources and different professors. Thus, it is very important to check the webpage. There will be deviations from plans as you and we learn about the class.

*Description*

An introduction to the fundamental concepts in the fields of economics, and finance, with introductions to marketing, information systems and management. The economics section will be an introduction to social science applied to business and focus on the concept of maximization. The finance section will concentrate on the time value of money, personal investment decisions, and firm financial decision making. The marketing section will discuss markets, buyer behavior; marketing research; and promotional strategies. The management section will focus on the fundamentals of organizational structure, strategy, and competitive dynamics.

The course serves as a setting to learn basic tools in business and as an introduction to various fields enabling the student to understand fundamental approaches to issues in business. Our goals include understanding the role of prices, markets, and market regulation, in allocating resources. To understand the allocation of resources through time, under uncertainty, personal finance, security pricing, risk and return. To understand the ways organizations satisfy consumer and organizational needs and wants for products and services To

understand how factors like competition, organizational design, operations, and firm positioning affect firm performance and value.

*Structure:*

Assignments will be posted in advance. Students need to ask questions in class. This will be a class that requires the student to keep up. There is much more to be taught about business than can be learned in this class but we will provide a good introduction to those students willing to do the work, and keep up. Individual instructors will deal with attendance in their own way but attendance is critical in learning and making the class work well for all.

*Grading:* TBA

*Text and Readings:* TBA Last year this was required: Each module will have readings posted. The only required text which must be purchased immediately at Beljean the Darden Case "Compass Records." It is also helpful to have a laptop with excel.

*Academic Honesty:* All academic work must meet the standards contained in "A Culture of Honesty." Students are responsible for informing themselves about those standards before performing any academic work. The link to more detailed information about academic honesty can be found at: <http://www.uga.edu/ovpi/honesty/acadhon.htm>