

FAYETTEVILLE STATE UNIVERSITY
Department of Marketing & Business Education

COURSE SYLLABUS Fall 2009

I. LOCATOR INFORMATION:

Course Offered: Fall Semester 2009

Course Number and Name:

Blacks in Capitalism
BADM 352-01

Semester Hours of Credit: 3

Class Meets: MWF 2: 00 PM to 2:50 P.M.

Class Location: SBE 210

Instructor's Name: Dr. Richard Ellis

Office Location: SBE 320

Office Telephone: (910) 672-1987

E-Mail: rellis@uncfsu.edu

Office Hours: MTWF 2:00 to 4:00

ALL OTHERS APPOINTMENT ONLY!!!!

Final Exam: To Be Announced

II. COURSE DESCRIPTION:

This course is designed to provide students with the opportunity to discuss issues currently faced by African Americans in the corporate and entrepreneurial sector. Additionally, students will study videos and articles that are based on "black capitalism." A few of the topics to be discussed are capitalism, black capitalism, establishing an African American Economy, black entrepreneurship and the political economy.

Other Websites

CNN Business
Nasdaq.com

Hispanic purchasing <http://www.hispaniconline.com/pdf/corp100-survey.pdf>
 North Carolina Institute of Minority Purchasing <http://www.ncimed.com/>
 North Carolina Minority Purchasing Information
<http://www.doa.state.nc.us/hub/hubrpt00.pdf>
 Minority Purchasing Legislation
<http://www.nmsdcus.org/infocenter/articles%20for%20facts%20and%20faqs/Legislation%20Affecting%20Minority%20Purchasing.htm>

III TEXTBOOK:

Assigned Readings by the Instructor
 Assigned Internet Websites by the Instructor
 Assorted Books-References
 Ebony, Essence, Jet; Black Enterprises; Wall Street Journal; Film Presentation

IV. Assignments:

Each student will prepare a website with the appropriate links.

V. STUDENT RESPONSIBILITIES:

(1) Class Attendance: The roll will be taken at the beginning of each class meeting. Students are expected to be punctual for each class meeting. Students are required to attend all classes. The student has the responsibility of fulfilling the instructor's academic requirements, to all examination at the time prescribed by the instructor, and to turn in all work on time. An absence, excused or unexcused, does not relieve the student of any course requirements. Guidelines explaining FSU's policies on class attendance, behavior, dress, etc., are in the FSU Catalogue and student handbook. Class Attendance is mandatory!!!

(2) Reading Assignment: Students should read text assignments before coming to class in order to make a positive contribution, to stimulate meaningful dialogue, and to fill any void that might access. There may be other reports/assignments given to enhance students knowledge. **DO YOUR OWN WORK!!!!**

(3) Examinations: Monthly exams regarding the discussion material and websites

VI. METHOD OF EVALUATION:

The student's final grade will be based on the following:

In-Class Exams =55%**

Discussions on Blackboard 45%

The course letter grade will be assigned according to the following scale:

90-100 =A

80-89 = B

70-79 = C

60-79 = D

Below 60 = F

This is only a guide and SUBJECT TO CHANGE

Withdrawal from Class

Withdraw from Class means you are withdrawing from 1 or 2 classes that you will not be attending and you have other classes on your schedule that you will attend. Effective Fall 2009, students will be allowed only 5 withdrawals from class for the remainder of your college career. The 6th W will be calculated as "F".