

Syllabus Spring Block '10
Business 1010 Introduction to Business

Section 03B – CRN 20840

Albert P. Keller, Instructor

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3 Semester Hours

11 AM – M/T/W/Th/F

Classroom Udvar-Hazy 224

Exploring Business – Karen Collins

TEXT: ISBN 09820430-0-7 or 9780982043004

<http://www.flatworldknowledge.com>

COURSE DESCRIPTION

This course is designed to give the student a broad overview of the business world, a multi-disciplined craft, and will cover the basic fundamental concepts of business, such as: a definition of business; its environment; how business people operate within that environment; the role of business in our economic system; the role of profits and how a business is established, financed, operated and managed. **There are no pre-requisites for this course.**

OBJECTIVES

Upon successful completion of this course each student will be able to:

1. Explain the US Economic System and its general makeup.
2. Distinguish between ethical business practice and legally required business practice.
3. Express knowledge of business creation, structure and the economic impact.
4. List the particulars of international business organizations and methods.
5. Define the process of business strategy, planning, management, skills and the impact of culture.
6. Recognize organizational structures as well as define management responsibility and authority.

7. Understand production process, service, manufacturing, planning, scheduling, control and quality control.
8. Apply workforce planning, staffing, development, compensation, and understand union management strategy along with the legal context of human resources management.
9. Appreciate the importance of employee job satisfaction, morale, motivation, scheduling and employer management styles.
10. Define marketing, consumer behavior and product value.
11. Determine pricing strategy and tactics along with product distribution mix.
12. Understand information management methods and networks.
13. Explain basic accounting, the reports used and the ratios evaluated.
14. Define money, the US financial and the Federal Reserve systems.
15. Differentiate securities, securities markets and review applied regulation.

ASSIGNMENTS/ASSESSMENTS

We will cover the material as noted in the lesson plan. Read the chapters and complete the requirements in the lesson plan prior to the respective date so that you may get your questions answered and participate in the lecture. All lesson plan dates prevail if there is a conflict. Changes will be announced in class.

NOTE: If assignments are submitted by electronic media maintain copies until graded. Transmissions not received are your responsibility and the original submission must be forwarded in order to receive a grade. Assignments etc. late for a due date will receive a one (1) grade penalty for each day late and may not be accepted unless mutually agreed by the student and instructor. Late assignments etc. will not be accepted unless mutually agreed by the student and instructor. Any on line submissions must be in Word or a compatible format. When on the Blackboard Vista web site for viewing etc., run a browser check to engage all available features.

Text Reading: We will cover approximately two - three text chapters in a testing period. The chapters need to be read before the lecture so that you may get your questions answered and participate in class discussion. Library research would be helpful. There are no readings on reserve at the library.

#1 Reading Assignments Written Summary: Each student will find **seven (7)** articles of no more than 300 words (again check lesson plan for due dates) dealing with current business practices and/or policies in a major publication (Examples: Time, Business

Week, Wall Street Journal, Newspaper - International/National/Local, etc.). Having read the article you are to write a complete and accurate summary of the facts and concepts in that article in your own words (much less than 300 words). The assignment should end with a statement of “what you learned” from that article (conclusion). Pick subjects you are interested in, you understand and can identify a learning component within. Submit the summary, conclusion and attach a copy of the original article to your submission. Web links to articles are not acceptable. In other words, read the article and then, in your own words, tell me what it says (content & concepts) as if you were asked to give your boss a report (read, absorb, distill, report). Late articles will be assessed a one (1) grade penalty, for each class session they are late, unless otherwise mutually agreed between the student and instructor. Late assignments etc. will not be accepted unless mutually agreed by the student and instructor. Any e-mail submissions must be in Word or a compatible format. Please be sure to run a browser check to insure computer compatibility with Blackboard Vista.

RECAP:

1. Select an article; No more than 300 words.
2. Write a summary; Much less than 300 of your own words.
3. Conclude with; “What you learned” from the article.
4. Submit all three (3) of the **ABOVE** for a grade

Do not submit web links to articles

TESTS, QUIZZES

To measure the student’s mastery of the learning objectives, there will be seven (7) quizzes which coincide with the reading assignment and other materials. **There will be no make up quizzes or tests.** The only tests will be the mid-term (quiz 1-4) and the final (quiz 5 – 7). Up to 15% of the quiz/test questions could be expected to come from the lectures.

#2 Quizzes may be taken in the comfort of your home. You may take them as many times as you like, during the time they are available (check lesson plan), and the highest grade will be recorded.

#3 The mid term also will be taken on computer however it must be taken in the campus testing center on the 1st floor of the career center & Financial aid building. Check the lesson plan for dates available. Please check their hours, as they vary by day, at 435 652 7692. No **SCANTRON** will be required and no supplementary materials are allowed.

#4 The final will be taken in the class room on the date and starting time scheduled in the academic calendar for a final in this class. **A scantron will be required.**

If you are going to be absent/late for any reason, please let me know **before** the respective assignment/assessment is due so the late penalty will not be applied.

GRADING & GRADE DETERMINATION

Quizzes:	25%	A	93 – 100	C	71 - 73
Reading Assignments	25%	A-	90 – 92	C-	68 – 70
Mid-Term Exam	25%	B+	86 – 89	D+	64 - 67
Final Exam	<u>25%</u>	B	82 – 85	D	61 - 63
Total	100%	B-	78 – 81	D-	58 - 60
		C+	74 – 77	F	0 - 57

The on line grade book is not used to calculate the students composite grade.
Attendance is taken. Class participation may reflect in the final grade.

Criteria	90-100 %, "A"	80-89%, "B"	70-79%, "C"	0-69%, "D or F"
Critical Thinking	Rich in content, full of thought, insight, and analysis	Substantial information, thought, insight, and analysis has taken place	Generally competent information is thin and commonplace	Rudimentary and superficial, no analysis or insight is displayed
Connections	Clear connections to previous or current content	Connections are made, not really clear or too obvious	Limited, if any connections, vague generalities	Off topic
Uniqueness	Made with depth and detail	Lack depth and/or detail	Rehash or summarize posting	I agree with statement
Timeliness	All required postings on or before deadline	Refer to course penalty guidelines	Refer to course penalty guidelines	Refer to course penalty guidelines

NOTE:

If you are a student with a medical, psychological or a learning difference and requesting reasonable academic accommodations due to this disability, you must provide an official request of accommodation to your Professor(s) from the Disability Resource Center within the first two weeks of the beginning of classes. Students are to contact the Center on the main campus to follow through with, and receive assistance in the documentation process to determine the appropriate accommodations related to their disability. You may call (435) 652 7516 for an appointment and further information regarding the Americans with Disabilities Act (ADA) of 1990 per Section 504 of the Rehabilitation Act of 1973.

General Information:

All assignments will be typewritten or word-processed. Accuracy in spelling, punctuation, grammar, and syntax is expected of students in this class.

It is the student's responsibility to have read and be familiar with the policies and procedures outlined in the Student Handbook which can be found in the Dixie State College catalog and online.

Academic Integrity and Plagiarism

Each student is responsible for the academic integrity of all work completed for a given course. All reports, papers, projects, and examinations must represent the student's own work. References and other sources of information must be properly cited. Any student who violates these regulations will fail the specific assignment or examination and may be dropped from class. Further difficulty in this respect may result in expulsion from Dixie State College. Plagiarism is defined as the use of others' words or ideas without indicating they are not your own.

Examples of a breach of academic integrity may include:

- Representation of the work of others as one's own.
- Use of unauthorized assistance in any academic work.
- Failure to cite sources used.
- Obtaining and/or using a test unless distributed by the faculty member.
- Copying the work of another on any test.
- Offering/receiving unauthorized assistance to/from another student.
- Modification, without the faculty member's approval, of any examination, paper, record, report or project for the purpose of obtaining additional credit or improved grade.
- Failure to meet other conditions of academic integrity as required by the faculty member.

Important class and college information will be sent to your Rebelmail email account. This information includes your DSC bill, financial aid/scholarship notices, notification of dropped classes, reminders of important dates and events, and other information critical to your success in this class and at DSC. All DSC students are automatically assigned a Rebelmail email account. If you don't know your user name and password, go to www.dixie.edu and select "Rebelmail," for complete instructions. You will be held responsible for information sent to your Rebelmail email, so please check it often.

Keller, A. (DSCSyllabusSPRINGblock'10)