

**BUSINESS 1010
INTRODUCTION TO BUSINESS**

SYLLABUS

Fall 2012

Instructor: Robert C. Huddleston, Ph.D. **Office:** 435-652-7740
Cell: 435-632-2827
E-mail: huddleston@dixie.edu

Office Location and Hours:

Udvar-Hazy Building Room 345

M 10-11, 4:15-5:15, T 2:40-3:40,
W 10-11, F 10-11

A. TEXT

Business Essentials, Ebert/Griffin, 9th Edition

B. COURSE DESCRIPTION

BUS 1010 - Introduction to Business

(3 Credits)

This course is designed to give the students with little or no understanding of the field of business a broad overview of and understanding of the business world. Covers fundamental concepts of business such as definition, business environment, business operations, role of business in the economy, the role of profit in a business, and how a business is established financed, operated, and managed. No pre-requisite. 3 lecture hours per week.

C. LEARNING OUTCOMES: The course is intended to address the following Bachelor of Business program learning outcomes on the introductory level:

- A. Students will demonstrate a working knowledge of the core functional areas of business.
- B. Students will analyze business situations and suggest viable courses of action.

D. COURSE OBJECTIVES (all of the course objectives relate to learning outcomes A and B).

Chapter 1 - U.S. Business Environment

1. Identify the main participants of business, the function that most businesses perform, and the external forces that influence business activities.
2. Define economics and identify the four factors of production.
3. Compare and contrast economic systems.
4. Describe monopolistic competition, oligopoly and monopoly.
5. Understand the criteria used to assess the status of the economy.

6. Discuss the government's role in managing the economy.

Chapter 12 - The Role of Accountants and Accounting Information

1. Define accounting and the different uses of accounting.
2. Understand the basic accounting equation.
3. Describe the three basic financial statements, show how they reflect the activity and financial condition of a business, and explain the key standards and principles for reporting them.
4. Show how computing key financial ratios can help in analyzing the financial strengths of a business.

Chapter 2 - Business Ethics and Social Responsibility

1. Define business ethics.
2. Explain how you can recognize an ethical organization.
3. Define corporate social responsibility and explain how organizations are responsible to their stakeholders.

Chapter 4 - Global Context of Business

1. Explain why nations and companies participate in international trade and how trade between nations is measured.
2. Describe the ways in which governments and international bodies promote and regulate global trade.
3. Discuss the various initiatives designed to reduce international trade barriers and promote free trade.

Chapter 6 - Organizing the Business

1. Identify the questions to ask in choosing the appropriate form of ownership for a business.
2. Describe a sole proprietorship, partnership and corporation and the advantages and disadvantages of each.
3. Examine special types of business ownership, including LLC's, S-Corporations, cooperatives, and not-for-profit corporations.

Chapter 3 - Entrepreneurship, New Ventures and Business Ownership

1. Define a small business.
2. Explain the importance of a small business to the U.S. economy.
3. Explain why small businesses are typically more innovative.
4. Explain how small businesses work with large companies.
5. Describe the good-producing and service-producing sectors of the economy.
6. Identify the industries in which small businesses are concentrated.
7. Summarize the advantages and disadvantages of business ownership.
8. Explain what makes up a business plan.

Chapter 5 - Business Management

1. Identify and explain the four functions of management.
2. Understand the process by which a company develops and implements a strategic plan/
3. Explain the importance of an organizational chart.
4. Describe the skills needed to be a successful manager.

Chapter 10 - Human Resource Management & Labor Relations

1. Define *human resource management* and explain how managers plan for human resources.
2. Explain how companies train and develop employees.
3. Describe the main components of a *compensation system*.
4. Explain how managers evaluate employee performance.
5. Explain why workers organize and what labor unions do for their members.
- 6.. Explain the collective bargaining process and its possible outcomes.

Chapter 8 - Employee Behavior and Motivation

1. Identify the basic forms of behavior that employees exhibit.
2. Describe a psychological contract.

Chapter 9 - Leadership and Decision Making

1. Describe transformational and charismatic leaders.
2. Identify the differences between leadership and management.
3. Summarize the early period approaches to leadership.

Chapter 11 - Marketing: Processes and Consumer Behavior

1. Define the terms marketing, marketing concept, and market strategy.
2. Outline the tasks involved in selecting a target market.
3. Identify the four P's of the marketing mix.
4. Explain how to conduct marketing research.
5. Discuss various branding strategies and explain the benefits of packaging and labeling.

Chapter 12 - Pricing, Distributing and Promoting Products

6. Identify pricing strategies that are appropriate for new and existing products.
7. Explore the various product-distribution strategies.
5. Discuss the three categories of *organizational markets*.
6. Explain the importance of *branding and packaging*.

Chapter 15 - Money and Banking

1. Identify the functions of money and describe the three government measures of money supply.
2. Distinguish among different types of financial institutions.
3. Explain the purpose of the Federal Reserve System and explain how it uses monetary policy to control the money supply and influence interest rates.

Chapter 16- Managing Finances

1. Explain the approaches used by companies to finance the operation and growth.
2. Explain compound interest.
3. Describe mutual funds.
4. Explain how companies raise capital.
5. Explain how the securities market operates and how market performance is measured.

E. CLASS HOURS

Business 1010 meets three days a week: M, W, F 8:00 am - 8:50am and 9:00 am - 9:50 am

F. QUIZZES AND TESTS

To measure the student's mastery of learning objectives, there will be 14 quizzes to cover the reading assignments, classroom discussions and lectures. There are no make-up options for quizzes. There will be a midterm and a final exam covering the text. Unless mutually agreed upon between the student and the instructor, a one grade penalty will be assessed on any midterm exam taken late.

G. ARTICLES

Each student will find and read seven(7) articles dealing with current business practices from a major publication, e.g., Times, Business Week, Wall Street Journal, / newspapers, etc. and will turn in a one page-typed(double-spaced) synopsis of that article. A The assignments should cover appropriate questions such as who? What? Why? And how?. Each student should conclude with a statement of what he or she learned from the article. Pick subjects you are interested in and attach a copy of the article to your submission. You may be asked to give an oral presentation on your paper. No papers will be accepted late.

H. GRADING

1.	QUIZZES*	30%
2.	MIDTERM AND FINAL EXAMS	50%
3.	ARTICLES	<u>20%</u>
	TOTAL	100%

***Two of your lower quizzes scores will be thrown out.**

A	93.0 - 100.0%	C	73.0 - 76.9%
A-	90.0 - 92.9%	C-	70.0 - 72.9%
B+	87.0 - 89.9%	D+	67.0 - 69.9%
B	83.0 - 86.9%	D	63.0 - 66.9%
B-	80.0 - 82.9%	D-	60.0 - 62.9%
C+	77.0 - 79.9%	F	BELOW 60%

**INTRODUCTION TO BUSINESS
FALL SEMESTER, 2012
TENTATIVE SCHEDULE (SUBJECT TO CHANGE)**

<u>WEEK</u>	<u>CHAPTERS</u>	<u>ASSIGNMENT</u>
8/20	1	Read Chapters 1 , Quiz Chapter 1, Wal Mart Video
8/27	14	Read Chapter 14, Quiz Chapter 14, Article # 1 Due 8/31
9/3	2, 3 2	Read Chapters 2 & 3 , Quiz Chapter 2 & 3, Article # 2 Due 9/7 , Enron Video
9/10	4	Read Chapter 4, Quiz Chapter 3
9/17	5	Read Chapter 5, Quiz Chapter 5, Article # 3 Due 9/21
9/24	6	Read Chapter 6, Article Due #4 Due 9/28 ,
10/1	8	Quiz Chapter 6, Read Chapter 8
10/8		Mid-Term Exam on Chapters 1-6, 14
10/15	8	Quiz Chapter 8, Article # 5 due 10/19 ,
10/22	9	Read Chapter 9, Quiz Chapters 8 & 9
10/29	10	Read Chapter 10, Quiz Chapter 10
11/5	11	Quiz Chapter 11, Read Chapter 11
11/19	12, 13	Read Chapters 12 & 13, Article # 6 due 11/9 , Quiz Ch. 12 & 13
11/26	15	Insider Video, Quiz Chapter 15, Read Ch. 15
12/3	16	Read Chapter 16, Quiz Chapter 16, Article 7 Due 12/7
12/10		MWF 8:00 am class has Final from 7:30 - 9:30 on Wednesday, December 12; Exam is on Ch. 8-12, 15 & 16
		MWF 9:00 am class has Final from 10:00 am - 12 noon, Friday, Dec. 14; Exam is on Ch. 8-12, 15 & 16

INTRODUCTION TO BUSINESS
GRADING SHEET

NAME : _____

QUIZZES

- | | |
|-----------|-----------|
| 1. _____ | 8. _____ |
| 14. _____ | 9. _____ |
| 2. _____ | 10. _____ |
| 3. _____ | 11. _____ |
| 4. _____ | 12. _____ |
| 5. _____ | 15. _____ |
| 6. _____ | 16. _____ |

TOTAL _____ /12 = _____ X 30 = _____

ARTICLES

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

TOTAL _____ /7 = _____ X 20 = _____

MIDTERM AND FINAL EXAMS

1. _____
2. _____

TOTAL _____ /2 = _____ X 50 = _____

FINAL LETTER GRADE: _____

INTRODUCTION TO BUSINESS
GRADING SHEET

NAME : John Jones

QUIZZES

- | | |
|-------------------------|--------------------------|
| 1. <u>70</u> | 8. <u>90</u> |
| 14. <u>90</u> | 9. <u>50</u> |
| 2. <u>70</u> | 10. <u>70</u> |
| 3. <u>60</u> | 11. <u>100</u> |
| 4. <u>100</u> | 12. <u>60</u> |
| 5. <u>70</u> | 15. <u>80</u> |
| 6. <u>80</u> | 16. <u>80</u> |

TOTAL 930 / 12 = 78 X 30 = 2340

ARTICLES

1. 95
2. 0
3. 95
4. 95
5. 95
6. 95
7. 95

TOTAL 570 / 7 = 81 X 20 = 1620

MIDTERM AND FINAL EXAMS

1. 60
2. 90

TOTAL 170 / 2 = 85 X 50 = 4250

FINAL LETTER GRADE: 82

B-

IBI Business Forum

FREE ADMISSION (All Business & Community Leaders
and DSC Students & Employees are invited)

THURSDAYS FROM 12:00noon TO 12:50pm

BOEING AUDITORIUM (Udvar-Hazy, Room 121)

Fall 2012 Speakers

Steven Radmall, CPA

Partner Savage, Esplin & Radmall

September 20th

Berkeley Geddes

President of GrowAmerica Ventures

October 4th

Gail Bunker

Cultural Affairs Coordinator

City Councilwoman

October 18th

Jeff Stewart

CEO of Several Companies

November 1st

Greg Whitehead

Department Manager at Best Buy

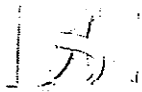
November 15th

Brad Last

Former CEO and Current Utah Legislator

December 6th

Questions? Contact Dr. Robert Huddleston
huddlest@dixie.edu Phone: 435-652-7740



DIXIE

A-Z Index | Contact Us | FAQ | Search

[Future Students](#)

[Current Students](#)

[Alumni & Friends](#)

[Faculty & Staff](#)

[Community](#)

[MyDSC & Logins](#)

Welcome to DSC

[Return to Home](#)

Quick Links

- [Class Schedule Search](#)
- [Registration Instructions](#)
- [Course Placement Scores](#)
- [Academic Calendar](#)
- [Tuition & Fees](#)
- [Final Exam Schedule](#)
- [Campus Map](#)

Fall 2012 Class Schedule

Fall Class Lists

[Regular Course List](#) [Block Course List](#)

[Course List by Time](#) [Online Course List](#) [Afternoon/Evening Course List](#) [Hurricane Course List](#)

REGISTRATION INSTRUCTIONS

Once you have been accepted, you are ready to register for classes! Before registering, here are a few things to keep in mind:

1. If you are a first time freshman, you should consider meeting with an advisor. To set up an appointment, call (435) 652-7690.
2. Do you know your "**placement scores**"? Some courses require a minimum test score (or prerequisite course) to register for them.
3. Not sure which classes to take? Check out the the **degree requirements** for the program you are interested in.
4. OK. Now go ahead and **register** for your classes!

USEFUL PHONE NUMBERS

(435) 652 - XXXX

Problems registering	7708
Admissions Issues	7706
Need Advisement	7690
Tuition question	7605
Campus Operator	7500

Semester Schedule

2012 Fall Semester

- Apr 16 Registration open to Seniors (90+ credits)
- Apr 17 Registration open to Juniors (60+ credits)
- Apr 18 Registration open to Sophomores (30+ credits)
- Apr 19 Open Registration
- Aug 15 Fall 2012 \$50 Late application penalty begins
- Aug 20 Classwork Starts
- Aug 23 Last Day to Waitlist
- Aug 24 Last Day to Add Without Signature
- Aug 27 Drop/Audit Fee Begins (\$10 per class)
- Sep 3 Labor Day
- Sep 4 \$50 Late Registration/Payment Fee
- Sep 10 Pell Grant Census
- Sep 10 Last Day for Refund
- Sep 10 Last Day to drop without receiving a "W" grade
- Sep 11 Courses dropped for non-payment
- Sep 14 Last Day to Add/Audit

2012 Fall Semester (Block)

- Apr 9 Registration open to Seniors (90+ credits)
- Apr 10 Registration open to Juniors (60+ credits)
- Apr 11 Registration open to Sophomores (30+ credits)
- Apr 12 Open Registration
- Sep 28 Graduation Application Deadline
- Oct 1 Classwork Starts
- Oct 2 Last Day to Waitlist
- Oct 3 Last Day to Add Without Signature
- Oct 8 Drop/Audit Fee Begins (\$10 per class)
- Oct 9 \$50 Late Registration/Payment Fee
- Oct 10 Pell Grant Census
- Oct 10 Last Day for Refund
- Oct 10 Last Day to drop without receiving a "W" grade
- Oct 11-12 Semester Break
- Oct 15 Last Day to Add/Audit



NEARLY 9,000 CURRENTLY ENJOYING
THE BEST EDUCATION UNDER THE
SUN... AND COUNTING
Copyright © 2010 Dixie State College of
Utah - 225 S. 700 E. St George, UT 84770
Phone: (435) 652-7500
For more information contact the
webmaster.

- | | | | |
|-----------|---|-----------|---|
| Oct 1 | Graduation Application Deadline for Fall 2012 | Oct 16 | Courses dropped for non-payment |
| Oct 10 | Mid-Term Grades Due | Oct 26 | Last Day to Drop Individual Class |
| Oct 11-12 | Semester Break | Nov 9 | Last Day for Complete Withdrawal |
| Oct 15 | Last Day to Drop Individual Class | Nov 12 | Spring Registration open to Seniors (90+ earned credits) |
| Oct 22 | Spring and Summer 2013 class schedules available online | Nov 13 | Career Day |
| Nov 1 | Graduation Application Deadline for Spring 2013 baccalaureate degrees | Nov 13 | Spring Registration open to Juniors (60+ earned credits) |
| Nov 9 | Last Day for Complete Withdrawal | Nov 14 | Spring Registration open to Sophomores (30+ earned credits) |
| Nov 12 | Spring Registration open to Seniors (90+ credits) | Nov 15 | Spring Registration open to All Students |
| Nov 13 | Career Day (no classes before 4:00 p.m.) | Nov 21-23 | Thanksgiving Break |
| Nov 13 | Spring Registration open to Juniors (60+ credits) | Dec 7 | Classwork Ends |
| Nov 14 | Spring Registration open to Sophomores (30+ credits) | Dec 10-14 | Final Exams |
| Nov 15 | Spring Registration Open to All Students | | |
| Nov 21-23 | Thanksgiving Break | | |
| Dec 7 | Classwork Ends | | |
| Dec 10-14 | Final Exams | | |

Final Exam Schedule

Mon - Dec 10		Tue - Dec 11		Wed - Dec 12		Thu - Dec 13		Fri - Dec 14	
Daily, MTWR, MWF, MW, M Only		TR, Tue Only		Daily, MTWR, MWF, MW, M Only		TR, Thur Only		Daily, MTWR, MWF, MW, M Only	
Class Time	Exam Time	Class Time	Exam Time	Class Time	Exam Time	Class Time	Exam Time	Class Time	Exam Time
7:00am	7:00-9:00am	7:30/8:00am	7:00-9:00am	8:00am	7:30-9:30am	9:00am	8:00-10:00am	9:00am	10:00-12:00pm
10:00am	9:30-11:30am	10:30am	9:30-11:30am	11:00am	10:00-12:00pm	12:00pm	11:00-1:00pm	12:00pm	12:30-2:30pm
1:00pm	12:00-2:00pm	1:00pm	12:30-2:30pm	2:00pm	12:30-2:30pm	2:30pm	2:00-4:00pm	3:00pm	3:00-5:00pm
4:00pm	2:30-4:30pm	TR, Tue Only Classes		Wed Only Classes		TR, Thur Only Classes		Fri Only Classes	
MW, M Only Classes		5:00pm	5:00pm	5:00pm	5:00pm	5:00pm	5:00pm	5:00pm	5:00pm
5:00	5:00pm	7:30pm	7:30pm	7:30pm	7:30pm	7:30pm	7:30pm	7:30pm	7:30pm
7:30	7:30pm								

Final exams for Fri/Sat courses will take place during regularly scheduled class times on December 8th

Available Resources

As a student at Dixie State College, you have access to several helpful resources:

- **Library**
- **Computer Lab** (located at the **Smith Computer Center** and the **Library**)
- **Disability Resource Center** - Provides services and accommodations to students with disabilities.
- **IT Student Help Desk** - We provide support for the following: Blackboard Vista, Dmail, wireless, software resources for students, and student laptop lease program.
- **Online Writing Lab** - Many writing classes utilize this site. Among other things, students can use the Online Writing Lab to submit papers electronically to the Writing Center.
- **Testing Center**
- **Tutoring Center** - Free and open to all students. Improve your study skills and clarify concepts and class material.
- **Writing Center** - "Our mission is to help you become a better writer by approaching your assignments as a process of invention, writing, and revision."

See our **Campus Map** for the location of these and other resources.

Policies and Statements

- **Academic dishonesty / Academic integrity policy**
- **Disruptive behavior policy**
- **Absences related to college functions**
- Reasonable Accommodation:

Students with medical, psychological, learning or other disabilities desiring reasonable academic adjustments, accommodations, or auxiliary aids to be successful in their program of study should contact the Disability Resource Center within the first two weeks of the beginning of classes for eligibility determination.

Proper documentation of impairment is required in order to receive services. DRC is located on the ground floor of the **Financial Aid Office**. You may call 652-7516 to schedule appointment for further information regarding the process to receive accommodations. DRC Coordinator determines eligibility for and authorizes the provision of services.

- Dmail:

You are required to frequently check your Dmail account. Important class and college information will be sent to your Dmail account, including DSC bills, financial aid/scholarship notices, notices of cancelled classes, reminders of important dates and deadlines, and other information critical to your success at DSC and in your courses. To access your Dmail account, visit go.dixie.edu/dmail. If you do not know your Dmail username or you have forgotten your PIN, visit go.dixie.edu/mydixie and follow the respective instructions.

Required Syllabus Information for Faculty Members

For interested faculty members, we have included a list of all information needed for a course syllabus [here](#)

