

Dixie State College

Syllabus – Blended (10 AM in classroom Udvar-Hazy 134 M/W/F & on line Tu/Th)

Course

Spring 2012

Business 1010 Introduction to Business

Section 1B CRN 20840

Albert P. Keller, Instructor

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3 Semester Hours

TEXT: Exploring Business – Karen Collins

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

We will cover the material as noted in the lesson plan. Read the chapters & complete the requirements in the lesson plan prior to the respective date so that you may get your questions answered and participate in the discussions. All lesson plan dates prevail if there is a conflict. Changes will be announced in class & on the course site. Students that require web site access to the Dixie State College Library resources can do so using a d-mail name & password.

On line Communications:

NOTE: If assignments are submitted by electronic media maintain copies until graded. Transmissions not received are the student's responsibility. The original submission must be forwarded in order to be graded. Late assignment/assessments, post due dates, will not be accepted without the instructors approval. Any on line submissions must be in **Word or a compatible format**. When on the **Instructure Canvas** web site for viewing etc., run a browser check to engage all available program features.

Introduction:

NOTE: Each week the routine will be similar as noted below:

#1 Weekly Discussion Board:

On line Saturday - Removed and replaced the next Saturday.
"Thought of the week" (found under discussions)

This will be a group discussion assignment with the subject changing weekly. Students are responsible to review no less than 25% of the posted discussion points and to contribute by making no less than three constructive (3) **postings** to either the statement itself or to a fellow students posting. Simply reading postings **or making a post saying that you agree** does not constitute an interaction which will be accepted as gradable.

ASSIGNMENTS

Executive Summary

#2 Reading Assignment, Written Summary/Conclusion:

Due as noted on the lesson plan.

Examples provided on course home page

Reference support materials folders – Article Writing Summary, Review & Format

Each student will select **seven (7)** articles of no more than “300 words” (the shorter the better) dealing with business practices and/or policies from a major publication (Examples: Time, Business Week, Wall Street Journal, Newspaper - International/National/Local (*The Spectrum*), etc.). Having read the article write a complete and accurate **summary** of the facts & concepts in that article **in your own words** (much less than 300 words or the size of the article). The assignment should end with a statement of “what you learned” and can use **beyond** the article (conclusion) as we already know what is in the article. Pick subjects you are interested in, you understand, and you can identify a learning component within. Submit the summary, conclusion and a copy of the original article in the appropriate assignment submission area. **Web links to articles are not acceptable.** In other words, read the article, absorb, distill and then, in your own words, report what it says (content & concepts) as if you were asked by your boss to give him/her a summary. Late assignment/assessments, post due dates, will not be accepted without the instructors approval. Any on line submissions must be in Word or a compatible format. Please be sure to run a browser check to insure computer compatibility.

RECAP:

1. Select an article; No more than 300 words (the shorter the better).
2. Write a summary; Much less than 300 (or the size of the article) in your own words.
3. Conclude with; “what you learned **from** the article” not in the article.
4. Submit all (3) for a grade.

Web links are not accepted

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 d-mail email account. This information includes your DSC bill, financial aid/scholarship notices, and 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 d-mail email account. If you don't know your user name and password, go to www.dixie.edu and select "d-mail," for complete instructions. You will be held responsible for information sent to your d-mail email, so please check it often.

#3 Posted Questions:

DUE as noted on the lesson plan

The posted questions will cover subjects from the text or lecture for the respective week. They may require answers **beyond** the text material. The exercise is for each student to put some thought and research into the response. Other resource materials; internet, library & business publications etc. should be referenced. It is hoped that you will obtain practical uses and an understanding of the concepts within the material that you are covering. Late assignment/assessments, post due dates, will not be accepted as reviews are posted at the close of the assignment. Any on line submissions must be in Word or a compatible format.

#4 Quizzes and Tests:

DUE as noted on the lesson plan

To measure the student's mastery of the learning objectives, there will be seven (7) quizzes which coincide with the reading assignments and other materials. The only tests

will be the mid-term (Covers 1st 4 Quizzes) and the final (Covers last 3 Quizzes). **There will be no make up quizzes or tests.**

When the quizzes are open (check lesson plan) they may be taken from the comfort of your home. This system allows you to take them as many times as you like during this period. Only the highest grade will be recorded in the grade book.

The mid-term and the final are proctored tests. The mid-term must be taken in the campus testing center. The final must be taken in the classroom. The testing center is on the North-East corner in the North Plaza Building located on campus. Check the lesson plan for date availability. Also, check their hours at 435 652 7696 as they vary by day of week. No supplemental materials are allowed.

Quizzes: Check the lesson plan for the respective dates quizzes are open. The quizzes will consist of questions from the text material being covered. The questions will be varied with 1 hour being allowed for completion. The quizzes may be taken as often as you like with the highest score being recorded in the grade book.

Mid Term Exam: **DUE** (see lesson plan): The mid-term exam will consist of questions taken from the first 4 quizzes. The mid-term must be taken in the testing. No make-up will be allowed.

Final Exam: **DUE** (see assignment or lesson plan): The final exam will consist of questions taken from the last 3 quizzes. The final must be taken in the classroom. It will be administered on the date and at the starting time scheduled in the academic calendar for a final in this class. A scantron will be required if you do not have your own technical ability to complete the test on line. No make-up will be allowed.

Let me know, prior to being late on an assignment so appropriate provisions may be considered.

GRADING & GRADE DETERMINATION

Discussion Board:	10%	A	93 – 100	C	71 - 73
Reading Assignments	20%	A-	90 – 92	C-	68 – 70
Posted Questions:	10%	B+	86 – 89	D+	64 - 67
Quizzes:	20%	B	82 – 85	D	61 - 63
Mid Term Exam	20%	B-	78 – 81	D-	58 - 60
Final Exam	20%	C+	74 – 77	F	0 - 57
Total	100%				

Criteria	90-100 %, "A"	80-89%, "B"	70-79%, "C"	0-69%, "D or F"
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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

If you have questions about your grade or any other questions you should feel free to contact me via e-mail, by phone or in person.

NOTE:

If you suspect or are aware that you have a disability that may affect your success in the course you are strongly encouraged to contact the Disability Resource Center (DRC) located in the North Plaza Building. The disability will be evaluated and eligible students will receive assistance in obtaining reasonable accommodations. Phone # 435-652-7516

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.

Attachments: All home page postings are an equal part of the syllabus and carry the same contractual force:

- Lesson Plan (home page)
- Article format (home page)
- Article Summary instructions (home page)

Keller, A. (DSCSyllabusBlockSpring2012)

Introduction to Business 1010 – Spring 2012 – Lesson Plan
 Section 01B - CRN 20840
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Variations to this schedule will be announced during class & on line.

Date/Week	Activity
Feb 22/1	Intro – Syllabus, Lesson Plan w/Article & Course expectations
24	Thought of the Week Discussion (OL) 2/22 – 3/2 Ch 1 The Foundations of Business – Quiz (OL) 1 opens Feb 22st
27/2	Ch 1
29	Ch 2 Business Ethics and Social Responsibility/Case Reading Assignment Article 1 Due (OL) – Quiz (OL) 1 closes, 2 opens Mar 1st
Mar 2	Ch 3 Business in a Global Environment
	Thought of the Week Discussion (OL) 3/3 – 3/9 Posted Questions 1 (OL) due 9th
5/3	Ch 3 Business in a Global Environment
7	Ch 4 Selecting a Form of Business Ownership Article 2 Due (OL) – Quiz (OL) 2 closes, 3 opens 8th
9	Ch 5 The Challenges of Starting a Business
12 – 16/4	Spring Break
	Thought of the Week Discussion (OL) 3/10 – 3/23 Posted Questions 2 (OL) due 23rd
19/5	Ch 6 Managing for Business Success
21	Ch 7 Recruiting, Motivating & Keeping Quality Employees Article 3 Due (OL) - Quiz (OL) 3 closes – 4 opens 22nd
23	Ch 8 Teamwork and Communications
	Thought of the Week Discussion (OL) 3/24 – 3/30 Posted Questions 3 (OL) due 30th
26/6	Ch 9 Marketing: Providing Value to Customers
28	Ch 9
30	Ch 10 Product Design and Development Article 4 Due (OL) – Quiz (OL) 4 closes, 5 opens 31st & 1st 4 Quizzes (OL) open as Mid-term study guide (Apr 3 & 4)

Remainder Page 2

		Thought of the Week Discussion (OL) 3/31 – 4/6
		Posted Questions 4 (OL) due 6th
Apr	2/7	Ch 11 Operations Management in Manufacturing & Service Ind's
		Mid-term , In testing Center, 3 rd & 4 th , Ch 1 – 10
	4	Ch 12 The Role of Accounting in Business
	6	Ch 12
		Article 5 Due (OL) – Quiz (OL) 5 closes, 6 opens 7th
		Thought of the Week Discussion (OL) 4/7 – 4/13
		Posted Questions 5 (OL) due 13th
	9/8	Ch 13 Managing Financial Resources
	11	Ch 13
	13	Ch 14 Personal Finances
		Thought of the Week Discussion (OL) 4/14 – 4/20
		Posted Questions 6 (OL) due 20th
	16	Ch 14
		Article 6 Due (OL) – Quiz (OL) 6 closes, 7 opens 17th
	18	Ch 15 Managing Information and Technology
	20	Case – Business Continuance/Open lecture
		Thought of the Week Discussion (OL) 4/21 – 4/26
		Posted Questions 7 (OL) due 26th
	23	Ch 16 The Legal and Regulatory Environment of Business
	25	Case – Management (OSHA)/Open lecture
		Article 7 Due (OL) - Quiz 7 closes
		Quizzes (OL) 5-7 open as Final study guide 26th
	30	Final Exam - 9:30 – 11:30 AM, In Classroom (Do not be late)
		Bring a Laptop w/on line capability or a Scantron

***Discussions, Reading Assignments, Posted Questions & Quizzes are completed and/or submitted on line either in the window provided or on an uploaded document.**

DSCLessonPlanBlockSpring12