

Dixie State College
Syllabus - On Line Course
Fall 2013

Business 1010 Introduction to Business

Section 40 - CRN42538

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3 Semester Hours

TEXT: Business Essentials

ISBN-13 978-0-13-266402-8/ISBN-10 0-13-266402-X

Ebert/Griffin

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 at the beginning of the respective date so that you may get your questions answered and participate in the discussions. All lesson plan due dates prevail if there is a conflict. Changes will be announced on the 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. Seek help from the help desk/s (652 7951) if you do not know how to work in Canvas as late and incomplete assignments are not graded.

Introduction:

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

#1 Weekly Discussion Board:

On line Saturday – Removed, graded 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, on more than one day**, 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 see suggestion below) 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 see suggestions below). 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 the 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). **USA Today** has the shortest (Money section, left column).
2. Write a summary; Much less than 300 (or the size of the article) in your own words. (use your imagination to shorten as we are not writing prose).
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 in the lesson plan

The posted questions will cover subjects from the text 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; lecture notes, 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 in 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 must be taken in the campus testing center or administered by a proctor for students not near the campus. 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. **Students at a distance will need to send e-Mail contact information to me in order for arrangements to be made for the test to be proctored. Contact a library, school or the like.**

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 center or as proctored. No make-up will be allowed.

Final Exam: **DUE** (see lesson plan): The final exam will consist of questions taken from the last 3 quizzes. The final must be taken in the testing center or as proctored. 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	<u>20%</u>	C+	74 – 77	F	0 - 57
Total	100%				

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

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 commitment:

Lesson Plan (home page)

Article format (home page)
Article Summary instructions (home page)

Keller, A. (DSCSyllabusOLFall2013)

Introduction to Business 1010 – On Line – Fall‘13 - Lesson Plan
Section 40 - CRN42538

Variations to this schedule will be posted on the class site

Date/Week	Activity
Aug 19	Introduction Announcement - Syllabus, Lesson Plan, Reading Assignment Format and Writing Summary expectations
Weekly – Thought of the Week – Discussion Board	
Aug 19/1, 2 & 3	Ch 1 The US Business Environment Ch 2 Business Ethics & Social Responsibility
<u>Discussion Boards:</u> Aug 19 – 23, Aug 24 – 30, Aug 31 Sep 6 <u>Quiz 1: Open</u> Aug 19 – Sep 6 <u>Posted Questions 1: DUE</u> Sep 6 <u>Reading Assignment Article 1: DUE</u> Sep 2	
Sep 9/4 & 5	Ch 3 Entrepreneurship, New Ventures & Bus Ownership Ch 4 The Global Context of Business
<u>Discussion Boards:</u> Sep 7 – 13, Sep 14 - 20 <u>Quiz 2: Open</u> Sep 7 - 20 <u>Posted Questions 2: DUE</u> Sep 20 <u>Reading Assignment Article 2: DUE</u> Sep 16	
Sep 23/6&7	Ch 5 Business Management Ch 6 Organizing the Business
<u>Discussion Boards:</u> Sep 21 – 27, Sep 28 – Oct 4 <u>Quiz 3: Open</u> Sep 21 – Oct 4 <u>Posted Questions 3: DUE</u> Oct 4 <u>Reading Assignment Article 3: DUE</u> Sep 30	
<u>Oct 7/8&9</u>	Ch 8 Employee Behavior & Motivation Ch 9 Leadership & Decision Making Ch 10 Human Resource Management & Labor Relations
<u>Discussion Boards:</u> Oct 5 – 11, Oct 12 - 18 <u>Quiz 4: Open</u> Oct 5 - 18 <u>Posted Questions 4: DUE</u> Oct 18 <u>Reading Assignment Article 4: DUE</u> Oct 14	
Remainder and Mid Term info page 2:	

Oct 22 - 23 Midterm (Chapters 1 -10): In Testing Center, Quizzes 1-4 will be re-opened as a study guide for the mid-term

Oct 21/**10 & 11** Ch 11 Marketing Processes & Consumer Behavior
Ch 12 Pricing, Distributing & Promoting Products

Discussion Boards: Oct 19 – 25, Oct 26 – Nov 1

Quiz 5: **Open** Oct 19 – Nov 1

Posted Questions 5: **DUE** Nov 1

Reading Assignment Article 5: **DUE** Oct 28

Nov 4/**12&13** Ch 14 The Role of Accountants & Accounting Information
Appendices I, II & III

Discussion Boards: Nov 2 – 8, Nov 9 - 15

Quiz 6: **Open** Nov 2 - 15

Posted Questions 6: **DUE** Nov 15

Reading Assignment Article 6: **DUE** Nov 11

Nov 18/**14 & 15** Ch 15 Money & Banking
Ch 16 Managing Finances

Discussion Boards: Nov 16 – 22, Nov 23 – Dec 6

Quiz 7: **Open** Nov 16 – Dec 6

Posted Questions 7: **DUE** Dec 6

Reading Assignment Article 7: **DUE** Dec 2

Dec 10 11/**16 FINAL EXAM** (Chapters 11 – 16) In Testing Center, Quizzes 5 – 7 will be re-opened as a study guide for the Final