

Dixie State College
Syllabus - On Line Course
Summer 2011

Business 1010 Introduction to Business

Section 40 CRN 31135

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 course 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 should be able to log in directly with your 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 Blackboard Vista web site for viewing etc., run a browser check to engage all available program features.

Introduction:

#1. Students sign in and introduce themselves - use default topic under discussions.

NOTE: Each week there will have a similar routine as follows:

#2 Weekly Discussion Board: (check lesson plan)

On line Wednesday - Removed and replaced the next Wednesday.

“Thought of the week” (found on the discussion board)

This will be a group discussion assignment and the subject will change weekly. Students are responsible to review the discussion and to contribute by making no less than three constructive (3) **postings** to the statement itself or a fellow students posting.

ASSIGNMENTS

#3 Reading Assignments Written Summary:

Due Monday of the respective week (check lesson plan).

Examples on course content page

Reference support materials folders – Reading Assignment Format & Writing a Summary

Articles are due by **Monday** of the respective week (check lesson plan).

Each student will select **seven (7)** articles of no more than “300 words” 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). 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 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 with Blackboard Vista.

RECAP:

1. Select an article; No more than 300 words.
2. Write a summary; Much less than 300 or 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

#4 Posted Questions:

DUE Tuesday of the respective week (check lesson plan)

The posted questions will cover subjects from the text for the respective week. They will 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, should be referenced. It is hoped that you will obtain practical uses and an understanding of the concepts within the material that you will be covering. Here late submissions will **not** be accepted as reviews are posted at the close of the assignment.

#5 Quizzes and Tests: (check 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 (Quiz 1 – 4) and the final (Quiz 5 – 7). **There will be no make-up quizzes or tests.**

The 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.

The mid-term and the final must be taken in the campus testing center or proctored for distance students. The testing center is on the on the 1st floor of the career center & Financial aid building located on campus. Check the lesson plan for dates available. Please check their hours at 435 652 7696 as they do vary by day. No supplemental materials are allowed. **Distance students will need to contact me in order to make arrangements for the test to be proctored at a library, school or the like.**

- **A proctor is an approved person capable of supervising a student to ensure educational integrity while the student is completing an exam or assignment. Students requiring proctored activities outside Washington County are required to locate an appropriate proctor. Appropriate proctors include college or university testing centers (a fee may be required), school principals, superintendents, guidance counselors, full-time school or public librarians, embassy officials, military education officers (for military personnel only), and hospital education directors. A proctor must not be a relative, friend, employer, ecclesiastical leader, or athletic coach, including assistant coach. The student must arrange to have the proctor certified.**

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 25 minutes 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 previously completed. The mid-term must be taken in the testing center or as proctored. Make up Mid Terms will **not** be allowed.

Final Exam: DUE (see lesson plan): The final exam will consist of questions taken from the last 3 quizzes following the Mid Term. The final must be taken in the testing center or as proctored. Make up Final Exams will **not** be allowed.

Please let me know before you are going to be late on an assignment for any reason so a late penalty will not be applied.

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%				

The computer grade book does not compute an accurate composite grade. The instructor will post your composite grade on the course content page or via e-Mail periodically. If you have any questions about your grade or have any other questions you should feel free to contact me via e-mail, by phone or in person

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 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 **Error! Hyperlink reference not valid.** 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.

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