



Syllabus: *BUS100 Introduction to Business*

Course Information	
Course Prefix/Number: BUS100	Credit Hours: 3
Semester: Fall 2018	Course Title: Introduction to Business
Class Days: Thursday 5:30pm- 8pm	Room: Hybrid/ Centr500 rm 503

Instructor Information:	Phone/Voice Mail : 520-383-0039
Name: Neal M. Wade	E-mail: nwade@tocc.edu
Cell : 520-403-0002 (text only)	Office location: Ha Mascamdam Ha-Ki #104
Google Voice 520-329-5940	Office hours:TBD

Important Dates	
First day of Class:	August 20, 2018
Add without instructor's Signature	August 20-24, 2018
Add with Instructor's Signature:	August 27-31, 2018
Labor Day:	Sept 3, 2018 College Closed
Drop/Full Refund Deadline:	Sept 4, 2018
O'odham Tas:	Sept 28, 2018 College Closed
Fall Break:	Oct. 1-5, 2018
St Francis Day:	Oct 4, 2018 College Closed
45 th Day Census	Oct 5, 2018
Withdrawal Deadline:	Nov. 2, 2018
Veterans' Day:	Nov 12, 2018
Thanksgiving:	Nov 22, 23, 2018 College Closed
Last Week of Class/ Final Exams:	Dec 10-14, 2018
Final Grades Due:	Dec 18, 2019
Winter Break:	Dec 24,-2018-Jan1, 2019 College Closed

Course Description:
Introduction to Business Principles of business operations in the private enterprise system. Includes contemporary business and its environment, structure of American business, management principles of the organization, people, and production, marketing management, information systems and accounting, and financing the enterprise.

Course Objectives:

1. Prepare the students for a career in the field of business
2. Develop an understanding of the business processes
3. To help develop organizational skills required in business
4. Review the history and development of business in the United States
5. Develop the correlation between people and business

Student Learning Outcomes (SLOs) : (Three to Six)**After completion of the course students will be able to**

1. Discuss the historical and contemporary aspects of the private enterprise system including the related environments of economics in the United States, international business, social responsibility, and business ethics.
2. Analyze the structure of American business, emphasizing the forms of business ownership, entrepreneurship, small business operations, business financing, and total quality management.
3. Describe the principles of managing organizations, people, and production including the management of internal organizations, operations, human resources, effective teamwork, business communication, and labor-management relations.
4. Describe the principles of marketing management including customer satisfaction, product and pricing strategies, distribution strategy, and promotion strategy.
5. Explain business information systems and accounting procedures.
6. Explain the principles of financing in the private enterprise system focusing on financial management principles, the operations of financial institutions, and an overview of the securities markets.

Course Structure:

This is an online class. The reading, assignments, discussions, examination and small group projects are broken down into six modules. Please see the calendar at the end of the syllabus for details.

Texts and Materials: *Understanding Business* current edition. by Nickels, McHugh and McHugh
Access to the Internet.

Evaluation and Grading & Assignments: Assignments

Written assignments are to be free of grammatical and spelling errors. Written assignments must be handed in on the assigned day as a MSWord document double spaced with size 12 font Times New Roman.

Homework 150 points

Discussion 150 points

Attendance 150 points

Research project 100 points

Midterm exam 100 points

Final Exam 100 Points

Total points available 750 point

Grading Procedures and Policy

675 pts+ "A"

600- 674pts "B"

525-599pts "C"

450-524pts "D"

449pts or less "F"

Himdag Cultural Component This class will incorporate aspects on how business impacts the culture for individuals and groups.

Policies and minimum expectations:

This is an Hybrid class. Students must read the text in order to complete the work assigned in this class.

Students must respond the discussion topic posted by the instructor. In addition, each student must comment of two other students' responses to the to the topic. One word or sentence response are not acceptable.

Late work will not be accepted.

All students are expected to complete their own work.

Plagiarism will result in a "0" score for that assignment and reported to the Dean

Student behavior will also be conducted per the school's code of conduct.

ADA statement

Tohono O'odham Community College complies with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973, as amended. In addition, TOCC complies with other applicable federal and state laws and regulations that prohibit discrimination on the basis of disability. Reasonable accommodations, including materials in an alternative format, will be made for individuals with disabilities when a minimum of five working days advance notice is given. Students needing accommodations are encouraged to contact the Vice President of Student Services, at (520) 383-8401. For additional information, see the TOCC Student Handbook

Course Outline:

Contemporary Business and Its Environment

- A. Foundations of business*
- B. Economic challenges facing the United States*
- C. Global dimensions of business*
- D. Social responsibility and business ethics*

Structure of American Business

- A. Forms of business ownership*
- B. Entrepreneurship*
- C. Small business operations*
- D. Franchising*
- E. Total quality management*

Management Principles of the Organization, People, and Production

- A. *Management and the internal organization*
- B. *Management and human resources*
- C. *Teamwork and communication*
- D. *Labor-management relations*
- E. *Production and operations management*

Marketing Management

- A. *Marketing management and customer satisfaction*
- B. *Product and pricing strategies*
- C. *Distribution strategy*
- D. *Promotion strategy*

Information Systems and Accounting

- A. *Business information systems*
- B. *Accounting procedures*

Financing the Enterprise

- A. *Financial management principles*
- B. *Operations of financial institutions*
- C. *Securities markets*