



## Syllabus: BUS 100, Intro to Business

### Course Information

Course Title: Introduction to Business

Course Prefix/Number: Bus 100

Semester: Fall 2020

Class Days/Times: Online

Credit Hours: 3.0

### Instructor Information

Name: David Morse

Phone/Voice Mail: 562-209-6091

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Office location: Remote

Office hours: By appointment

### Course Description

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.

### Student Learning Outcomes

Upon satisfactory completion of this 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 weekly modules. Please see the calendar at the end of the syllabus for details.

## Course Learning Materials and Textbook Information

Required: *Introduction to Business*. Gitman, McDaniel, Shah, Reese, Kafal, Talsma & Hyatt  
<https://openstax.org/details/books/introduction-business>

An Internet connection

Recommended but not required: Microsoft Word or another word processing application.

## Courses Outline and Important Dates

Date/Topic	Assignments	Readings
Week 1: 8/24 Economic Systems and Business	Discussion 1	Chapter 1
Week 2: 8/31 Ethics and Social Responsibility	Discussion 2	Chapter 2
Week 3: 9/7 The Global Marketplace	Discussion 3	Chapter 3
Week 4: 9/14 Forms of Business Ownership	Discussion 4 Quiz 1	Chapter 4
Week 5: 9/21 Entrepreneurship	Discussion 5	Chapter 5
Week 6: 9/28 Management	Discussion 6	Chapter 6
Week 7: 10/5 Organizational Structure	Discussion 7	Chapter 7
Week 8: 10/12	Discussion 8	Chapter 8

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Human Resources	Midterm Exam	
Week 9: 10/19 Motivating Employees	Discussion 9	Chapter 9
Week 10: 10/26 Operations	Discussion 10	Chapter 10
Week 11: 11/2 Product and Pricing Strategies	Discussion 11	Chapter 11
Week 12: 11/9 Distribution and Promotion	Discussion 12 Quiz 2	Chapter 12
Week 13: 11/16 Technology and Information Management	Discussion 13	Chapter 13
Week 14: 11/23 Finance and Accounting	Discussion 14	Chapter 14
Week 15: 11/30 Money and Financial Institutions	Discussion 15	Chapter 15
Week 16: 12/7 Financial Markets and Securities	Final Project Due	Chapter 16
Week 17: 12/14	Final Exam	-

### Evaluations and Grading & Assignments:

90 and above is an A  
 80 - 89 is a B  
 70 - 79 is a C  
 60 - 69 is a D  
 Under 60 is Failing

### Your grade will be determined by the following:

Your grade will be determined by the accumulation of points earned through the completion the required assignments in a timely manner.

Discussion Questions:	150 points (10 points each)	21.4%
Quiz 1:	50 points	7.1%
Midterm Exam:	150 points	21.4%
Quiz 2:	50 points	7.1%
Final Project:	150 points	21.4%
Final Exam:	150 points	21.4%
Total:	700 points	100%

## Himdag Cultural Component

This class will incorporate aspects on how business impacts the Tohono O'odham culture for individuals and groups.

## Policies and Expectations

### Attendance Policy

As this is an online course attendance will not be taken as such. Participation in the discussions and the timely submissions of assigned work will be used instead.

### Incomplete Policy

Incomplete (I) grades are not awarded automatically. The student must request an "I" from the instructor who can choose to award an Incomplete only if all three of the following conditions are met:

1. The student must be in compliance with the attendance policy.
2. The student must have unavoidable circumstance that would prohibit the student from completing the course.
3. The student must have completed over 75% of the course requirements with at least a "C" grade.

Incompletes are not a substitute for incomplete work due to frequent absences or poor academic performance. Incomplete grades that are not made up by the end of the ninth week of the following semester will be automatically changed to an F if the agreed upon work, as stipulated on the written form signed by the instructor and the student when the I grade is awarded, is not completed.

### Instructor Withdrawals

Students who have missed four consecutive classes (or the equivalent) not submitted any assignments nor taken any quizzes by the 45th day census report, due on [date of 45th day found in Academic Calendar on TOCC website] are assumed NOT to be participating in the class and may be withdrawn at the faculty member's discretion. [faculty members should be clear in their withdraw policy, if you do not withdraw students please note in appropriate sections].

### Student Withdrawals

Students may withdraw from class at any time during the first 2/3 of the semester without instructor permission and without incurring any grade penalty. Please be sure to withdraw yourself by [withdrawal deadline date found in Academic Calendar on TOCC website] if you do not expect to complete the class, otherwise you may receive an "F" grade.

### Special Withdrawals (Y) Grade

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The “Y” grade is an administrative withdrawal given at the instructor’s option when no other grade is deemed appropriate. Your instructor must file a form stating the specific rationale for awarding this grade. “Y” grades are discouraged since they often affect students negatively. Your instructor will not award a "Y" grade without a strong reason.

### **Equal Access Statement/Disability Accommodations**

Tohono O’odham Community College seeks to provide reasonable accommodations for qualified individuals with disabilities. The College will comply with all applicable regulations, and guidelines with respect to providing reasonable accommodations as required to ensure an equal educational opportunity. This process includes self-identifying as a student with a disability, providing supporting documentation of their disability, and being approved for services through the Disability Resources Office (DRO). It is the student's responsibility to make known to their instructor(s) the student’s specific needs within the context of each class in order to receive appropriate accommodations. We will work together in order to develop an accommodation plan specifically designed to meet the individual student's requirements.

For more information or to request academic accommodations, please contact: Anthony Osborn, TOCC Disabilities Resource Coordinator, aosborn@tocc.edu, or 520-383-0033 for additional information and assistance.

### **Title IX**

Tohono O'odham Community College encourages each student to have the knowledge and skills to be an active bystander who intervenes when anyone is observed or being harassed or endangered by sexual violence. Sexual discrimination and sexual violence can undermine students’ academic success and quality of life on campus and beyond. We encourage students who have experienced or witnessed any form of sexual misconduct to talk about their experience and seek the support they need.

Confidential support and academic advocacy can be found with: Student Services Title IX Coordinator/Counselor, Alberta Espinoza, M.Ed. located in I-We:mta Ki: Room 18. Phone 520-383-0033 email: aespinoza@tocc.edu

### **Conduct: Bias, Bullying, Discrimination and Harassment**

Tohono O’odham Community College faculty and staff are dedicated to creating a safe and supportive campus environment as a core value. Harassment based on age, class, color, culture, disability and ability, ethnicity, gender, gender identity and expression, immigration status, marital status, political ideology, race, religion/spirituality, sex, sexual orientation, and tribal sovereign status will not be tolerated.

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### **Make-up policy:**

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Late assignments that can be made up will be accepted but will be penalized 25%. Laboratories cannot be made up except in the case of college closure. At the instructor's discretion, extra credit opportunities and optional activities may be provided.

**Academic Integrity:**

Violations of scholastic ethics are considered serious offenses by Tohono O'odham Community College, the Student Services Department, and by your instructor. Students may consult the TOCC Student Handbook sections on student code of conduct, on scholastic ethics and on the grade appeal procedure. Copies are available at Tohono O'odham Community College.

All work done for this class must be your own, or the original work of your group. While you may discuss assignments with other class members, the final written project must clearly be original. You may use work from books and other materials if it is properly cited. Copying from a book without proper reference or from a person under any circumstances will result in an "F" for the assignment, and at the instructor's discretion, possibly an "F" for the course. If you are uncertain about proper citations ask your instructor or the librarian.

**Course Feedback:**

All assignments will be graded and returned to the students promptly, typically within a week after the assignment is closed for handing in. Email and phone messages will be returned within two days. A student or the instructor may request a student conference at any time during the semester. Quarterly grade reports will be provided to each student, either in person, by email or via the electronic system of Canvas.

**Software capabilities:**

- Ability to run Google Chrome Version 78+
- Updated virus protection, if using PC or Mac. (TOCC recommends the free Windows Defender for Windows machines)
- Security: Must have a password/passcode (login) to access the device. This is responsible computing. Students will be bound by the TOCC IT Policy related to passwords, security, and appropriate usage.

Is there specific software that needs to be installed?

- TOCC recommends installing the Google Chrome browser as it works well with G Suite. Students collaborate with Google Docs and Microsoft 365 on a regular basis.

Can I use Alternative Browsers?

- Firefox, Internet Explorer, Opera, and other unlisted browsers will not be supported.

Which Operating System should the device run?

The decision for the student's device is a matter of personal preference, but the device needs to be able to run the Google Chrome, Microsoft Edge, or Apple Safari Browser. Devices can run Windows, Mac OS, or Chrome OS as long as the minimum requirements listed here:

- Operating System:
  - Windows 8.1, 10
  - MacOS 10.11 or Higher
  - Chrome Version 78 or Higher
- Battery life: 5 hours
- Startup time: No longer than 120 seconds
- Wireless: Integrated
- Keyboard: Integrated, but can be wireless
- Audio: Headphone jack with headphones/earbuds
- Microphone: Integrated
- Camera: Integrated
- Processor: 1.6 GHZ or faster 64-bit processor
- Memory: 4 GB RAM or higher
- Disk Space: 16 gb GB or higher
- Screen Size: 10 inches or larger
- Monitor Resolution: 1024 x 768