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## Syllabus: *BUS100 Introduction to Business*

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<b>Course Information</b>	
Course Prefix/Number: BUS100 Semester: Spring 2019 Class Days/Times: Online Jan 16: first day of class Jan 16-19: Add without Instructor's signature Jan 22-26: Add with Instructor's signature Jan 26: Drop/Full refund Deadline Feb 19: Presidents day, College closed Mar 2: 45 <sup>th</sup> day Census Mar 12-16: Spring Break Mar 30: Withdrawal Deadline May 4: last day of classes May 7-11: Finals Week	Credit Hours: 3 Course Title: Introduction to Business Room: Online

<b>Instructor Information:</b> Name: Neal M. Wade Cell : 520-403-0002 (text only) Google Voice 520-329-5940	Phone/Voice Mail : 520-383-0039 E-mail: <a href="mailto:nwade@tocc.edu">nwade@tocc.edu</a> Office location: Ha Mascamdam Ha-Ki #104 Office hours:TBD
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<b>Course Description:</b> 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.
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<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Prepare the students for a career in the field of business</li> <li>2. Develop an understanding of the business processes</li> <li>3. To help develop organizational skills required in business</li> <li>4. Review the history and development of business in the United States</li> <li>5. Develop the correlation between people and business</li> </ol>
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## 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.

Completion of introductory module: 50 points  
Discussions: 200 points  
Responses to discussions: 200 points  
End of chapter questions : 200 points  
End of Module Quizzes 150 points  
Small group projects 300 points  
Total points possible: 1100

### Grading Procedures and Policy

990 pts+ "A"  
880- 989pts "B"  
770-879pts "C"  
660-769pts "D"  
659pts 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 online 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***

## **Class Calendar**

**Jan 16th: Begin Introductory module.** This module must be completed with a passing grade, 70%, in order to continue. This module covers class expectations and basic Canvas operations

**Jan 20<sup>th</sup> : Introduction due**

**Jan 21<sup>st</sup>: Begin Module 1** This module covers Chapter 1,2, 3 and 4.

**Feb 17<sup>th</sup>: Module 1 work is due**

**Feb 18<sup>th</sup>: Begin Module 2:** This module covers Chapters 5 and 6

**Feb 24<sup>th</sup>: Module 2 work is due**

**Feb 25<sup>th</sup>: Begin Module 3:** This module covers Chapters, 7,8, and 9

**Mar 10<sup>th</sup>: Module 3 work is due**

**Mar 11<sup>th</sup>: Begin Module 4:** This module covers Chapters 10, 11 and 12

**Mar 24<sup>th</sup>: Module 4 work is due**

**Mar 25<sup>th</sup> Begin Module 5:** This module covers Chapters 13, 14, 15 and 16

**Apr 14<sup>th</sup>: Module 5 work is due**

**Apr 16<sup>th</sup>: Begin Module 6:** This module covers Chapters 17, 18, 19 and 20

**May 5<sup>th</sup>: Module 6 work is due**

**Finals week**

**Class reflection paper, May 6<sup>th</sup>**

**Due May 12th**