Introduction to Business
Syllabus Winter 2015

Instructor:
Sam Barker

Textbooks:
Understanding Business, tenth edition, by Nickels, McHugh, McHugh is required.

Equipment:
Computer with modem and e-mail capabilities.

Instructor Accessibility:
I check my “Inbox” twice each week day - morning and afternoon. Please do not expect me to be online 24/7. Furthermore, I will generally not be available during the weekends or holidays.

I will be available on Tuesday and Thursday from 2:30 p.m. to 5:00 p.m. You can reach me by phone, during the above hours, at 509-529-4342.

You can email me at sam.barker@wwcc.edu. You can also email me within the course website by clicking the “Inbox” in the upper right corner of your course home page, type Sam Barker in the “To” box, write your email and click “Send.”
When you email me with a problem or question I encourage you to include your phone number. Based on my many years as an online instructor, I often prefer to answer questions by phone. So, providing your phone number up front speeds up the communication process as I do not have to respond to your original email with a request for your phone number.

My goal is to respond to emails within two business days.

**Course Description:**

This course provides an overview of business focusing on the world of business today within the context of our global society. Basic principles and concepts include: business models, entrepreneurship, functional areas of business, management, organizational structure, human resources, marketing, information systems, finance, ethics, and social responsibility, as well as emerging business topics. Key themes woven throughout the course include exploration of career options and development of business problem-solving skills.

**Prerequisites:**

A proficiency in English, math, and reading all at a precollege level are prerequisites for the course.

Since most of the communications in this class will take place over the Internet and email, computer access and computer skills are also prerequisites. Specifically, proficiencies in both Excel and Word are required.

There are a couple of resources on the waol.org home page which can help you assess whether you have the technical and skill requirements for an
online course. The resources include: Quiz: Is elearning for me? and Skills & Tech requirements.

If you have any questions regarding these prerequisites, please contact me to make sure this class is appropriate for you.

Format:

This class represents an alternative method of teaching and learning business. While we will be using the Internet to communicate, our goal is to maintain as much of the traditional experience of the classroom as possible. Therefore, the course objectives, course schedule, assessment criteria, and grading are much like the business course offered in the actual classroom.

At the same time, we want to take advantage of the convenience, flexibility, and added resources that technology offers. That means that you will be able to read lectures, work problems, ask questions, and provide comments according to your own time schedule, consistent with the time requirements that I will establish.

While online education provides flexibility and convenience, it also requires a time commitment at least equivalent to a traditional, face-to-face class. A good rule of thumb for a college level class is to expect to invest three hours per week for every credit unit of the course. As this is a five credit course, you can expect to invest fifteen hours per week, at a minimum, in reading, discussing, problem solving, and other class activities leading to your mastery of the learning objectives for this course. Rather than spending time commuting to the campus at times that may not be convenient for you, you can participate in the class from the comfort of your office or home, at times that are convenient to you. But, you still need to do it in a disciplined and consistent manner!
We will be covering eighteen chapters during the course of the quarter. The class week begins on Monday and ends on the following Sunday. I will make an announcement when a week is coming to an end and a new week is beginning.

**Intended Learning Objectives:**

By the end of the quarter you should be able to:

- Identify and compare a variety of business models, evaluate these in the context of the business environment.
- Describe the functional areas of business and how they interrelate.
- Analyze and explain the major internal and external challenges faced by companies moving to a global environment.
- Explain the key functions of management.
- Apply an understanding of the market, (Marketing Mix: product, price, place and promotion, brand and product (development, technology adoption cycle, product life cycle) to a marketing project.
- Describe the key functions of banks and understand the role of interest rates and credit analysis.
- Demonstrate ethical business strategies for solving business problems.
- Demonstrate business problem-solving skills.

**Communication Objectives:**

- Prepare and present clear, concise, well-developed written communications in standard English with correct punctuation and spelling, using business-appropriate word processing formats and styles.
- Write clear organized short informational reports using correct format and report writing principles.
- Use listening skills that positively enhance relationships in a business environment.
Quantitative Skills Outcomes:

- Use mathematics to solve quantitative business issues and problems.
- Calculate and explain the costs and benefits of simple financial choices encountered in financial planning and strategic decision making.
- Use personal computers and other tools most commonly used by business to obtain, store, organize and communicate quantitative business information.

Specific Course Outcomes for Introduction to Business:

After completing the online activities, participating in online lectures and discussions, and reading the text, you will be able to:

- Describe the American economic system and recognize the differences between it and other economic systems.
- Describe how the global market affects local business.
- Define ethical behavior and social responsibilities.
- Compare advantages and disadvantages of different forms of business ownership.
- Define effective management and leadership techniques that empower employees.
- Describe the leading theories of employee motivation.
- List the key issues in human resource management and labor relations.
- Define marketing and summarize the steps involved in the marketing process.
- Describe and implement different pricing strategies, distribution channels, promotional techniques.
- Explain accounting procedures.
- Identify effective management information systems.
- Compare different ways of financing a business and understand securities markets.
- Demonstrate use of appropriate vocabulary for business.
- Recognize the demands of a continually changing business environment.
Assessment of Learning Outcomes:

Student learning of the course objectives will be assessed by a variety of instruments, including objective testing, self-assessment exercises, completion of individual and group homework problems and discussion questions.

Exam and Homework Policy:

Late exams, homework, or quizzes will be penalized 20% unless I receive sufficient notice and adequate reasons prior to the due date. Exams, homework, and quizzes are due by midnight of the due date.

The quizzes and exams are taken online. You may use your book and any other reference material while taking the quizzes and exams. However, you may not collaborate with classmates or other individuals while taking them. The scores for the quizzes and exams are recorded in the grade book instantaneously upon completion.

Most, if not all, weeks will have approximately 10+ possible points in assignments, quizzes, etc. There will be four exams during the quarter each worth 100 points. So, there will be approximately 565 possible points. I say approximately 565 possible points because I reserve the right to add or delete assignment(s) during the course of the quarter.

My goal is to have your homework graded and recorded within two business days of the specific assignment’s due date.

I do not provide extra credit opportunities.
Grading Scale:

Final grades will be determined by taking the student’s total points earned divided by the total possible points and applying the resulting percentage to the following table.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>93 - 100</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>90 - 92</td>
<td>3.7</td>
</tr>
<tr>
<td>B+</td>
<td>87 - 89</td>
<td>3.3</td>
</tr>
<tr>
<td>B</td>
<td>83 - 86</td>
<td>3.0</td>
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<tr>
<td>B-</td>
<td>80 - 82</td>
<td>2.7</td>
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<tr>
<td>C+</td>
<td>77 - 79</td>
<td>2.3</td>
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<tr>
<td>C</td>
<td>73 - 76</td>
<td>2.0</td>
</tr>
<tr>
<td>C-</td>
<td>70 - 72</td>
<td>1.7</td>
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<tr>
<td>D+</td>
<td>67 - 69</td>
<td>1.3</td>
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<td>1.0</td>
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<td>F</td>
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Plagiarism/Cheating

The following is taken directly from the college’s Student Code of Conduct.

"Plagiarism is defined as the buying, borrowing, or stealing of written material for the purpose of fulfilling or partially fulfilling any assignment or task required as part of the student’s program of instruction at the College. Any student who plagiarizes shall be subject to disciplinary action.

Any student who aids or abets the accomplishment of such activity as defined in subsection above shall also be subject to disciplinary action.

An instructor may take reasonable action against any student who is deemed to have been guilty of plagiarism or cheating. Course of action might include but not be limited to:

- student receive warning and lowered grade;
- student receive failing grade of the course;
• student dropped from course;
• student be recommended for suspension or dismissal from the College;
• case referred to civil action.

An instructor taking action against any student for an act of academic misconduct shall report such action to the Vice President of Instruction and the Vice President of Student Services, as soon as possible, but no later than five working days after the incident. Any student subject to action of an instructor for a violation of this section may seek review of that action by the Vice President of Student Services, if such request is submitted in writing within five working days from the date of the complained-of action."

ADA Accommodations:

To request accommodations related to a disability, contact Claudia Angus, Ph.D., Coordinator of Disability Support Services, at 527-4262 or email claudia.angus@wwcc.edu.