

**Introduction to Business  
Northeast Texas Community College  
Course Syllabus  
BUSI 1301.34 – 5 Week Fast Track**

**Instructor: Kelly L. Coke**

University Health Science Center, #113

Classroom: BT 107

Class Hours: Tuesday – 5:30 – 10:00 pm

Office Hours: Flexible, but please make an appointment prior.

Telephone: (903) 434-8355

Email: [kcoke@ntcc.edu](mailto:kcoke@ntcc.edu)

**Course Description**

This course provides an overall picture of business operations and its environment. Subject matter includes an introduction into specialized fields within the discipline and the role of business in modern society, emphasizing the technology era in every phase.

**Purpose of the Course**

Introduction to Business gives each student an understanding how marketing, accounting, human resource management, and technology works together to play an integral part in the global economy.

**Textbook**

Boone, David E. and Kurtz, David L. Contemporary Business, 17<sup>th</sup> Edition. Wiley Publishers.  
[ISBN 9781119320388](#)

**COURSE REQUIREMENTS:**

*Students are expected to adhere to the following:*

1. Attend class regularly and on time.
2. Demonstrate knowledge of all learning objectives as determined and approved by the instructor.
3. Read all materials and do all work on time and in a quality manner as dictated by the group and/or by the instructor.
4. Take responsibility for learning process.
5. Cooperate freely with other students on the project and other class assignments.
6. Complete all exams and coursework.
7. Assist in maintaining a professional environment by keeping cell phones off during class, staying off of cell phones during class, and keeping language and discussion respectful at all times.

**COURSE FORMAT:**

This course will be presented as a blend of lecture and on-line Blackboard LMS course; the course involves a collaborative teaching/learning style utilizing simulation exercises, projects, and additional on-line instructional components.

### **Teaching Methods**

- This is a college course and attendance is essential to learning the required material. A portion of your grade is based on your attendance and participation.
- Students that are absent, regardless of the nature of the absence, are responsible for any assignments, projects or exam changes made while the student was not in attendance. Be a responsible student and keep you with your assignments, projects and other important deadlines.
- If you are asleep, you are considered absent.
- If you arrive more than 10 minutes late, you are considered absent.
- If you miss an exam, it's **your** responsibility to see the instructor for make-up exam arrangements. Instructor reserves the right to refuse make-up exams and to refuse late assignments and/or projects.
- To receive full credit for the course, all project and exam criteria must be met.
- To receive full credit on assignments, they must be submitted when due. Late work, including exams will NOT be accepted unless there is a special circumstance approved in advance by instructor.
- Cheating will not be tolerated and is subject to expulsion
- Cell phones ringing and text messaging during class are a disturbance and will not be tolerated. Please be considerate and turn off your phone or on silent. Continual disturbances will not be tolerated.

**\*\*IMPORTANT NOTE:** Students who have poor attendance and miss exams will receive a grade of “F”. Do make sure you withdraw properly to protect your GPA! Take note of withdrawal dates.

### **Evaluation and Grading Criteria**

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**There are 1000 possible points**

	Possible Points
Attendance (5 class meeting)	185
Assignments (15 each)	225
Discussion Board (10 each)	90
Exams (2 Exams)	400
Article Review Project	100
<b>Total Possible Points</b>	<b>1000</b>

Grades are awarded according to the following scale:

900-1000	A
899-800	B
799-700	C
699-600	D
0-559	F

#### **Late Exam Point Deduction Information**

1-7 days after exam time has expired = 10 point deduction

8-14 days after exam time has expired = 15 point deduction

14 + days after exam time has expired = Meeting with Instructor to discuss student(s) options.

All assignments are to be submitted via Blackboard. Instructions on logging into Blackboard will be provided. Classroom group assignments are only available to students in attendance the day of instruction. Prior approval must be granted in order to receive credit for late assignments and points deductions will be taken if accepted (10 points per day). Instructor reserves the right to refuse late assignments.

Week 1  
8/28/2018

Chapters 1 -3

Week 2  
9/4/2018

Chapters 4 – 6  
Guest Speaker: Ms. Katie Stedman, Mount Pleasant/Titus County Chamber of Commerce CEO

Week 3  
9/11/2018

Chapters 7-9  
Test #1  
NO CLASS MEETING; WORK IN BLACKBOARD

Week 4  
09/18/2018

Chapters 11-13

Week 5  
09/25/2018

Chapters 15-17  
Projects due  
Last class meeting at Dairy Queen; Tentative speaker: Mr. Richard Witherspoon Test #2

#### **ADA Statement:**

It is the policy of Northeast Texas Community College to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to arrange an appointment with a College counselor to obtain a Request for Accommodations form. For more information, please refer to the Northeast Texas Community College Catalog or Student Handbook.

#### **NTCC Academic Honesty Statement**

“Students are expected to complete course work in an honest manner, using their intellects and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. **NTCC upholds the highest standards of academic integrity. This course will follow the NTCC Academic Honesty policy stated in the Student Handbook.**”

#### **Academic Ethics:**

*Northeast Texas Community College may initiate disciplinary proceedings against a student accused of scholastic dishonesty. Scholastic dishonesty includes, but is not limited to, statements, acts, or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work material that is not one's own. Scholastic dishonesty may involve, but is not limited to, one or more of the following acts: cheating, plagiarism, collusion, use of annotated texts or teacher's editions, and/or falsifying academic records. Any violations of the above will result in an F in the course.*

***Plagiarism** is defined as the appropriation of any person's work and the unacknowledged incorporation of that work in one's own work offered for credit.*

***Cheating** is defined to include the following: copying from another student's paper; using materials during a test not authorized by the person giving the test; collaborating with any other person during the test without permission; knowingly obtaining, using, buying, selling, transporting, or soliciting in whole or in part the content of test not yet administered; substituting for another student or permitting any other person to substitute for oneself; copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.*

***Collusion** is defined as the unauthorized collaboration with any person in preparing work offered for credit.*

*Welcome to Lead 305!*

*Attached is a video about me.*

*<http://animoto.com/play/8TSJ2Uyf4PoVAIra7fN5XA>*

*To be successful in this course, each student must be self-directed; read and print out the Save the Due Dates; read the Syllabus; turn in assignments on time; review grading rubrics, so you know how you will be assessed. If students have any questions, please let me know.*