

Introduction to Business

Northeast Texas Community College Course Syllabus BUSI 1301.01

Instructor: Joy Cooper

Business Technology Building

Classroom: BT103, Office: BT114A

Class Hours: M/W 9:30 – 10:50

Office Hours: As Posted

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COURSE NUMBER:	BUSI 1301.01	
COURSE TITLE:	Introduction to Business	
CREDIT HOURS: 3	LECTURE HOURS: 3	LAB HOURS: 0
PRE-REQUISITES:	None	
CO-REQUISITES:	None	

TEXTBOOK:

Boone, David E. and Kurtz, David L. Contemporary Business, 17th Edition. Wiley Publishers. ISBN 9781119320388

SUPPLIES: None

Course Description

This course provides an overall picture of business operations and the business 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, management, economics, human resource management, technology and financial services work together to play an integral part in the global economy.

Course Objectives

- (1) To identify and describe the influence of the environments created by the economy, technology, competition, diversity, global opportunities, and social responsibility.
- (2) To compare the advantages and disadvantages of the major forms of business ownership and discuss why many people are willing to accept the risks of entrepreneurship.
- (3) To understand the need for management in business organizations, the role of management in developing an organizational structure, and the process of producing products and services that satisfy customers.
- (4) To describe the management role of acquiring and retaining human resources and creating a supportive work environment.
- (5) To explain the marketing function and describe the concepts and processes involved in designing product strategy, promotion strategy, distribution strategy, and pricing strategy.
- (6) To explore the ways of using technology to manage information and to understand accounting's role in managing financial information.

(7) To describe the financial management function and the role of money and financial institutions and to illustrate the concepts and processes involved in managing the acquisition and allocation of short-term and long-term funds.

Teaching Methods

- Remember, this is a college course and attendance is essential to learning the required material. Because of this, a portion of your grade will come from your attendance and participation. Therefore, it is crucial that you are prepared for every class. Chapter readings and assignments are to be completed before class.
- 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 up with your assignments, projects and other important deadlines.
 - If you are asleep, you are considered absent.
 - If you arrive to class late (after attendance has been taken), you are considered absent.
 - If you are texting or on any electronic device during class time, you are considered absent. Students that habitually text during class time jeopardize their participation grade as the highest participation grade habitual “texters” will receive is a 70.
 - The student is responsible for making up work without prompting by the instructor. All course work missed, regardless of cause, is to be completed to the satisfaction of the instructor.
 - 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.
 - Students that utilize laptop devices must disconnect from wireless Internet during class time and sit on the front row. Laptop users are not allowed to sit in the back of the room. The screen must be viewable in order to provide the class visibility to computer screens. Surfing the web during class time is unprofessional.
 - In addition to the textbook material, students are encouraged to read current articles in newspapers, etc. in order to be able to discuss and understand current business topics and conditions. Various websites will also be recommended to you during the semester for your reference. **Extra credit** will be available during the semester for participation in current event article assignments. This will be the only extra credit opportunity available and will be optional for all students.
 - To receive 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. 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, assignments, and/or projects.
 - You will be required to utilize the Blackboard online learning software at various times during this course. Blackboard can be accessed through the NTCC website and login information is available on the college website. Specific assignments will be discussed during class time.
 - Please note that the last day to withdraw from this course with a grade of “W” is Thursday, April 13th. If you do not for any reason complete the course requirements and you fail to officially withdraw from this course, you will receive a course grade of “F.”

COURSE FORMAT:

This course will be presented as a lecture course and will involve a collaborative teaching/learning style utilizing simulation exercises, projects, and additional on-line instructional components if necessary.

****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.

Method of Evaluation

Participation/Attendance	10%
Stock Market Project	5%
Business Project	15%
Tests *(4)	<u>70%</u>
Total	<u>100%</u>

Course Outline

Unless other arrangements with the instructor, assignments are due the next class session and will not be accepted after the next class session has past. Classroom group assignments are only available to students in attendance the day of instruction. Instructor will refuse late assignments unless prior arrangements have been made with the instructor.

<i>Week of (2018)</i>	<i>CHAPTER/Assignment/Project</i>
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This class meets on M/W of the following weeks:

1/16	Chapter 1
1/23	Ch 1 Cont'd and Chapter 2
1/30	Chapters 3 & 4
2/6	Exam Review & Exam 1
2/13	Chapter 5 & 6
2/20	Stock Market Project Intro and <i>Getting Started with Stock Market Project</i> ()
2/27	Chapters 7 & 8
3/6	Chapter 9 & Exam 2
3/13	Spring Break
3/20	Chapter 11 & Course Project Introduction
3/27	Chapters 12 & 13
4/3	Exam 3 – Course Project Preparation Day on 4/6
4/10	Chapters 15& 16
4/17	Project Presentations Begin
4/24	Project Presentations
5/1	Project Presentations – Last week of the course –Project Presentations Conclude
TBA	Final Exam, Test #4 (Chapters 15-16)

- The Final Exam schedule is between May 5 thru May 7

Schedule subject to change based on flow of class. Class attendance is critical.

*****This is merely a course outline and is subject to change with prior notice.***

******Last class day to withdraw is April 12th. .***

********Late and make-up exams and projects carry point deduction penalties. Protect your grade and get with instructor prior to exam time if you know you have a conflict on exam times.***

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.