



# **INTRODUCTION TO BUSINESS**

## **BUSN 1500-30 (3 Units)**

### **PRESENTED AS AN OFFLINE COURSE**

#### **FALL 2009**

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**Textbook:** Boone and Kurtz. Contemporary Business 2009 Update 12e.  
South-Western, 2009. ISBN: 9780470425800

## **COURSE DESCRIPTION**

BUSN 1500 is an introductory course in the study of business. The course provides students an overview of the free enterprise system, types of business organizations, the managerial process, human resources management, business finance, management information systems, and international business.

## **COURSE OBJECTIVES**

Upon successful completion of the course, students will be able to:

1. Describe the principles, practices and functions of business.
2. Analyze business organization and operation.
3. Evaluate the various areas of business operation.
4. Appraise the effect of multiple cultures on global business activity.

**NOTE:** In addition to the above course objectives, students will also be familiar with the “Learning Goals” associated with each chapter. The first page of each chapter outlines the “Learning Goals” which identify the important topics of each chapter.

## **COURSE ORIENTATION**

This course is an “offline” distance learning course that does not require Internet access and does not require the student to come to campus. Rather, students are responsible for following the directions given in the course syllabus, completing/submitting assignments, and taking exams by the deadlines given in the course calendar. On the first day of class, you will need to log in to the Taft College website to obtain a copy of the course syllabus. If you do not have Internet access and need assistance obtaining a copy of the syllabus, contact me immediately. I will gladly mail you a copy. \*TCI students can obtain a copy of the syllabus from the Taft College Instructional Aides.

## **ATTENDANCE POLICY:**

Because this is a distance learning course, attendance is not an issue. However, your progress and commitment in this course will be evaluated by your efforts in turning in assignments on or before the assigned due dates. If you do not meet the first assignment deadline, I will assume you do not wish to stay in the class and will drop you unless you contact me. After that, it is your responsibility to drop the course before the drop deadlines. Contact the counseling center or the distance learning help desk at 661-763-7812 to drop the course.

## **ASSIGNMENTS:**

Assignments include weekly reading assignments, completion of end of chapter Review Questions, Case Studies, and Business Term definitions. You will be required to submit ten (10) written assignments. The course calendar at the end of this course syllabus provides a detailed timeline of what assignments you need to complete throughout the course of the semester. You should follow the course calendar carefully to ensure all assignments are submitted by the appropriate deadline. **Assignments are due in my hands by 11:30 PM (Pacific Time) on the date indicated.** Late assignments will only be accepted if submitted within one week of the original due date. A 10% penalty will be assessed for late assignments. Assignments that are more than one week over due will not be accepted and will receive zero points.

## **SUBMITTING ASSIGNMENTS:**

All assignments should be submitted in a typed or clearly printed format and should be grammatically correct. Assignments can be submitted via email, U.S. Mail, or in person to the Taft College Learning Resource Center (LRC). Assignments submitted via U.S. Mail must be postmarked by the due date or they will be considered late. If you submit your assignments via email, I will provide general comment and grade information via email. If you submit your assignments via U.S. Mail and would like to have your assignments returned to you, please include a self-addressed stamped envelope with the submission of your assignments. \*TCI students can submit their assignments to the Taft College Instructional Aides at TCI.

## **CAPSTONE PROJECT:**

You are required to complete one Capstone Project for this course. The Capstone Project must be typed and consists of a Cover Page and five (5) parts. The project is based on the prologue at the beginning of your textbook titled, “Launching Your Business Career.” Read the prologue in detail then complete the following:

- Prepare a professional looking Cover Page for your project.
- Part 1: Self Assessment – Provide detailed answers to the eight (8) questions beginning on page xxxix.
- Part 2: Based on your self assessment, describe the career choice(s) you are interested in and why. What job search methods will you use?
- Part 3: Prepare a resume.
- Part 4: Prepare a cover letter for a job you would be interested in. *Be sure to use the correct format for your letter.*
- Part 5: Explain what you would do to prepare for an interview. Give an example of 3 interview questions and provide your answers for each.

## **EXAMS:**

Your knowledge of the reviewed course material will be tested by successful completion of 4 Unit Exams and a Comprehensive Final Exam during the course of the semester.

## **TAKING EXAMS:**

The exams will be made available on the Monday of the week they are due and must be completed and returned to me by 11:30 PM on the stated deadline. You will have 2 hours to complete each Unit Exam. The Unit Exams will be “closed book/closed notes” exams. You will have 3 hours to complete the Final Exam, which is “open book/open notes.”

All exams are to be proctored and can be taken at the Taft College LRC, the TCI Education Department (for TCI students), or at a pre-approved proctored site.

## **PROCTOR PROCEDURES:**

If you live within driving distance of Taft College, you should take your exam at the Taft College LRC. You will need to contact the LRC Staff at 661-763-7783 to obtain their testing hours and make an appointment to take the exam if needed.

If you cannot come to the Taft College LRC to take to take your exams, you are responsible for finding an acceptable individual to proctor (supervise) your exam. People in the following positions are recommended, but the final approval is up to your instructor:

- full-time school or public librarian
- guidance counselor/counseling staff

- full-time teacher
- school principal
- school superintendent
- seminary principal
- IST officers
- corporate training officer
- military base/station education officer
- base commander
- librarian

Relatives cannot be approved proctors.

The online proctor form at the following website will need to be completed and emailed to me.  
[http://www.taftcollege.edu/dl/proctor\\_procedures.htm](http://www.taftcollege.edu/dl/proctor_procedures.htm)

Allow at least two weeks for your proctor to receive the exams. You are responsible for monitoring your own deadlines. *Your proctor will need to mail your completed exam back to me.* You should provide your proctor with a stamped envelope addressed to me. Your proctor may not fax your exam. Remember, the exams need to be postmarked by the due date.

## **GRADING POLICY:**

Your grade for this course will be based on the percentage of total points accumulated from written assignments, Unit Exams, Capstone Project, and comprehensive Final Exam.

4 End of Chapter Review Questions @ 50 points each: 200 points  
 3 Case Study Assignments @ 10 points each: 30 points  
 3 Business Term Definition Assignments @ 10 points each: 30 points  
 4 Unit Exams @ 75 points each: 300 points  
 Capstone Project: 100 points  
 Comprehensive Final Exam: 140  
**Total Points: 800**

Grades will be based according the following grading scale:

<b>Grading Scale</b>	
A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

## **INSTRUCTOR FEEDBACK:**

I believe in providing timely and effective feedback to all my students. I will check my email on a daily basis and will respond to you within 1 – 2 days. If your means of communication includes written correspondence, I will respond within 2 - 3 days; however, mailing time will need to be considered. Assignments will be graded within 1 week from the date they are due. I will provide you with a periodic “progress report” to let you know how you are doing in the class.

## **ACADEMIC HONESTY STATEMENT:**

“Academic dishonesty is defined by this college as any illegitimate act by any student, such as plagiarism or falsifying documents that would gain that student an advantage in grading, graduating from the college, or qualifying for entrance into any academic program. It is a serious breach of student conduct and will be treated as such by administrators, instructors, staff members, and students of the college. Penalties for such conduct, depending on its severity, may range from a simple reprimand to an action that results in expulsion from the college. All flagrant instances of academic dishonesty will be reported to the Vice President of Instruction and/or the Vice President of Student Services, and appropriate measures will be taken by those officers of the college to correct the problem.”

All students are expected to work independently. PLAGIARISM IS NOT ACCEPTABLE AND WILL RESULT IN A GRADE OF “F”.

## **ADA STATEMENT:**

Students who believe they may need accommodations in this class are encouraged to contact Student Support Services at (661) 763-7927 as soon as possible to better ensure such accommodations are implemented in a timely manner.

## **TIPS FOR DISTANCE LEARNING SUCCESS:**

- Read each chapter carefully and takes notes to reference when studying for exams.
- Pay attention to the Learning Goals identified at the beginning of each chapter.
- Pace yourself throughout the course to keep up with the schedule of assignments.
- Pay close attention to assignment deadlines.
- If you have questions, please ask me.
- Take pride in your work!

## COURSE CALENDAR

	<b>Reading/Assignments</b>	<b>Week of</b>	<b>Due Dates</b>
<b>UNIT 1:</b>	Ch. 1: The Framework of Contemporary Business Ch. 2: Business Ethics and Social Responsibility <b><u>Assignment #1:</u></b> Answer the questions related to Case 1.1 and 2.1	Aug. 24	<u>Due Aug. 30</u>
	Ch. 3: Economic Challenges Facing Global and Domestic Business Ch. 4: Competing in Global Markets <b><u>Assignment #2:</u></b> All EVEN Review Questions for Ch. 1 - 4	Aug. 31	<u>Due Sept. 6</u>
	Study: Ch. 1 – 4 <b>Unit 1 Exam</b>	Sept. 7	<u>Due Sept.13</u>
<b>UNIT 2:</b>	Ch. 5: Options for Organizing Small and Large Businesses Ch. 6: Starting Your Own Business <b><u>Assignment #3:</u></b> Define the “blue” end of chapter Business Terms for Ch. 5 and 6.	Sept. 14	<u>Due Sept. 20</u>
	Ch. 7: E-Business: Doing Business Online Ch. 8: Management, Leadership, and the Internal Organization <b><u>Assignment #4:</u></b> All EVEN Review Questions for Ch. 5 – 8.	Sept. 21	<u>Due Sept. 27</u>
	Study: Ch. 5 – 8 <b>Unit 2 Exam</b>	Sept. 28	<u>Due Oct. 4</u>
<b>UNIT 3:</b>	Ch. 9: Human Resource Management, Motivation, and Labor-Management Relations Ch. 10: Improving Performance Through Empowerment, Teamwork, and Communication <b><u>Assignment #5:</u></b> Answer the questions related to Case 9.1 and 10.1.	Oct. 5	<u>Due Oct. 11</u>

	<b>Reading/Assignments</b>	<b>Week Of</b>	<b>Due Dates</b>
	Ch. 11: Production and Operations Management Ch. 12: Customer Driven Marketing <b><u>Assignment #6:</u></b> Define the “blue” end of chapter Business Terms for Ch. 11 and 12.	Oct. 12	<u>Due Oct. 18</u>
	Ch. 13: Product and Distribution Strategies <b><u>Assignment #7:</u></b> All EVEN Review Questions for Ch. 9 – 13.	Oct. 19	<u>Due Oct. 25</u>
	Study Ch. 9 – 13 <b>Unit 3 Exam</b>	Oct. 26	<u>Due Nov. 1</u>
<b>UNIT 4:</b>	Ch. 14: Promotion and Pricing Strategies Ch. 15: Using Technology to Manage Information <b><u>Assignment #8:</u></b> Answer the questions related to Case 14.1 and 15.1	Nov. 2	<u>Due Nov. 8</u>
	Ch. 16: Understanding Accounting and Financial Statements Ch. 17: Financial Management and Institutions <b><u>Assignment #9:</u></b> Define the “blue” end of chapter Business Terms for Ch. 16 and 17.	Nov. 9	<u>Due Nov. 15</u>
	Ch. 18: Financing and Investing Through Securities Markets <b><u>Assignment #10:</u></b> All EVEN Review Questions for Ch. 14 – 18.	Nov. 16	<u>Due Nov. 22</u>
	Study Ch. 14 – 18 <b>Unit 4 Exam</b>	Nov. 23	<u>Due Nov. 29</u>
<b>UNIT 5:</b>	<b>Capstone Project: Parts 1 - 5</b>	Nov. 30	<u>Due Dec. 6</u>
	Study Ch. 1 – 18	Dec. 7	
	<b>Final Exam: Ch. 1 – 18</b>		<u>Due by Dec. 14</u>

