



# INTRODUCTION TO BUSINESS

## BUSN 1500-30 (3 Units)

### OFFLINE COURSE, SUMMER, 2009

**Instructor:** David C. Layne, Ph.D.

**E-mail:** [dlayne@taft.org](mailto:dlayne@taft.org)

**Voice Mailbox:** (661) 763-7931

**U.S. Mail:** Taft College  
Attn: David Layne, Ph.D.  
29 Emmons Park Drive  
Taft, CA 93268

**Textbook:** Boone & Kurtz (2009). *Contemporary Business* (12<sup>th</sup> ed.).  
Mason, OH: South-Western  
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## 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. Compare the characteristics, principles, practices, and functions of business enterprises.
2. Produce a comprehensive ethical statement for business organizations.
3. Evaluate case scenarios to make effective decisions about the problems encountered.
4. Appraise the impact of multiple cultures on global business activity.
5. Investigate and prepare for careers in business organizations.

**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. Students are responsible for following the directions given in the course syllabus, completing and submitting assignments, and taking exams by the deadlines given in the course calendar. On or before the first day of class, please log in to the Taft College website and download a copy of the course syllabus. If you do not have Internet access and need assistance obtaining a copy of the syllabus, please contact me immediately so that I can 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 may include weekly reading assignments, completion of end of chapter Review Questions, Case Studies, Business Term definitions, position papers, and research papers. 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 Work Policy:**

Late work will be accepted, but only if submitted within one week of the original due date. A 10% penalty will automatically be assessed for late assignments. **Assignments that are more than one week over due will not be accepted and will receive zero points.** No late work will be accepted after the 8<sup>th</sup> week of the course.

### **Students with Learning Disabilities or Irregular Processing Patterns:**

Students with disabilities or students who believe they may have a learning disability and who need accommodations in this course are encouraged to contact Student Support

Services (661) 763-7841 or (661) 763-7927 as soon as possible to implement reasonable accommodations promptly. Student Support Services provides many useful accommodations to students who qualify for additional resources, including extended time on tests, spellcheckers, audio technology, and other useful services. If you have difficulty staying focused, respond more strongly to the spoken language than written language, or suspect that you may be disadvantaged academically by the means with which you process classroom material, I urge you to contact Student Support Services. Do not be shy or ashamed. Steven Spielberg, Isaac Newton, Beethoven, and Albert Einstein are just a few of the many geniuses with learning disabilities.

### **SUBMITTING ASSIGNMENTS:**

All assignments should be typed or clearly printed, should be grammatically correct, and be written in formal English. 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 by way of e-mail, I will provide general comment and grade information via e-mail. If you submit your assignments via U.S. Mail and would like to have your assignments returned, you must 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.

### **END OF CHAPTER REVIEW PROBLEMS:**

Chapter Review Questions are to be 5 questions from each chapter. Since we are studying chapters in pairs, each Chapter Review will cover two chapters and will require a total of ten questions (5 from each chapter) to be submitted. To fulfill this requirement, please select any 5 Review Questions from the end of each chapter, answer them, and submit them for grading. Remember, you only need 5 questions from each chapter, but each assignment will cover two chapters!

### **CASE STUDIES:**

For this course, please select any FOUR of the following case studies found in your text:

- Case # 1.1
- Case # 2.1
- Case # 4.2
- Case # 6.2
- Case # 7.1
- Case # 7.2
- Case # 9.1
- Case #10.1
- Case #12.1
- Case #15.2

Case work for this class will require the following steps:

1. Please read the case
2. Write out the major points you found in the case
3. Write out the answers to the questions found at the end of the case
4. Briefly explain why you selected this case
5. Briefly explain what you have learned from your study of this case.

Each successfully completed case will be worth 25 points each.

## **BUSINESS TERMS DEFINITIONS:**

Each chapter we study has many new terms to learn. To complete this assignment, please follow the steps provided below:

1. Select ONE term from the chapter that had significant meaning for you. This earns 1- point.
2. Please provide the written definition of the term. This will earn 1- point.
3. Briefly explain WHY you selected this term. This will earn 3- points.
4. Now that you know about this term, please explain how has this new knowledge changed your previous thinking, and how will it change your behavior, decisions, or actions in the future? This will earn 5-points.

Business Term Definitions will always have two chapters, so each of the nine assignments will have only two terms on it, one for each chapter studied. Each successfully completed Business Term Definition assignment will earn a total of 20 points.

## **CAREER PROJECT:**

You are required to complete one Career Project for this course. The Career Project must be typed and consists of 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:

- 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 résumé.
- Part 4: Prepare a cover letter for a job you would be interested in.
- Part 5: Explain what you would do to prepare for an interview. Also, please create 3 interview questions and provide your answers for each.

## **EXAMS:**

Your knowledge of the required course material will be tested by successful completion Chapter Review Questions and a Comprehensive Final Examination.

### COMPRHENSIVE FINAL EXAM:

The Comprehensive Final Exam for this course is constructed by you. For EVERY chapter please complete the following steps to make your examination:

1. From EVERY chapter, please select ONE idea, concept, theory, or theorist that you believe every student should know and use this to create a question. This step will earn 2- points.
2. Write out your answer for your question. This will earn 2- points.
3. Explain WHY you selected this term and WHY you believe every student should know this information. This will earn 4- points.

Our studies will cover 18 chapters, so you will need to create 18 questions, one from each chapter. Each successfully created question will earn a total of 8- points.

### TAKING EXAMS:

All Chapter Review Questions and the Comprehensive Final Examination will be “open book and open note” examinations. Please observe the time limits listed in your Scope and Sequence for submitting these various items. All items can be mailed to Taft College, hand delivered to my office or the Library. TCI students will complete their work and have TCI Instructional Aides shuttle it. 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, Chapter Review Questions, Case Studies, Business Term Definitions, Career Project, and the Comprehensive Final Exam.

9- Chapter Review Questions @ 50 points each	= 450 points
4- Case Studies @ 25 points each	= 100 points
18- Business Term Definition Assignments @ 10 points each	= 180 points
1- Career Project @ 100 points	= 100 points
1- Comprehensive Final Exam @144 points	= 144 points
<b>Total Points</b>	<b>= 974 points</b>

Grades will be based according the following grading scale:

Grading Scale	
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 and will reply to your e-mail within 1 to 2 days. If you send me written correspondence, I will respond within 2 to 3 days, but please remember it takes time for the mail to make its way back and forth. 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” FOR THE ASSIGNMENT. THE VICE PRESIDENT OF INSTRUCTION WILL BE NOTIFIED.

### **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 SCOPE AND SEQUENCE

Week #	Reading/Assignments	Week of	Due Dates
<b># 1:</b>	Ch. 1: The Framework of Contemporary Business Ch. 2: Business Ethics and Social Responsibility <b>Assignment #1:</b> <i>Chapter Review Questions</i> <i>Business Terms Definitions</i>	Jun. 8	<u><i>Due Jun. 15</i></u>
<b>#2:</b>	Ch. 3: Economic Challenges Facing Global and Domestic Business Ch. 4: Competing in Global Markets <b>Assignment #2:</b> <i>Chapter Review Questions</i> <i>Business Terms Definitions</i> <i>Case Study #1</i> <i>(Career Project, Part 1 Done, but not turned in until end of course)</i>	Jun. 15	<u><i>Due Jun. 22</i></u>
<b>#3:</b>	Ch. 5: Options for Organizing Small and Large Businesses Ch. 6: Starting Your Own Business <b>Assignment #3:</b> <i>Chapter Review Questions</i> <i>Business Terms Definitions</i>	Jun. 22	<u><i>Due Jun. 29</i></u>
<b>#4:</b>	Ch. 7: E-Business: Doing Business Online Ch. 8: Management, Leadership, and the Internal Organization <b>Assignment #4:</b> <i>Chapter Review Questions</i> <i>Business Terms Definitions</i> <i>Case Study #2</i> <i>(Career Project, Part 2 Done, but not turned in until end of course)</i>	Jun. 29	<u><i>Due Jul. 6</i></u>
<b>#5:</b>	Ch. 9: Human Resource Management, Motivation, and Labor-Management Relations Ch. 10: Improving Performance Through Empowerment, Teamwork, and Communication <b>Assignment #5:</b> <i>Chapter Review Questions</i> <i>Business Terms Definitions</i>	Jul. 6	<u><i>Due Jul. 13</i></u>

<p><b>#6:</b></p>	<p>Ch. 11: Production and Operations Management  Ch. 12: Customer Driven Marketing  <b>Assignment #6:</b>  Chapter Review Questions  Business Terms Definitions  Case Study #3  (Career Project, Part 3 Done, but not turned in until end of course)</p>	<p>Jul. 13</p>	<p><u>Due Jul. 20</u></p>
<p><b>#7:</b></p>	<p>Ch. 13: Product and Distribution Strategies  Ch. 14: Promotion and Pricing Strategies  <b>Assignment #7:</b>  Chapter Review Questions  Business Terms Definitions  (Career Project, Part 4 Done, but not turned in until end of course)</p>	<p>Jul. 20</p>	<p><u>Due Jul. 27</u></p>
<p><b>#8:</b></p>	<p>Ch. 15: Using Technology to Manage Information  Ch. 16: Understanding Accounting and Financial Statements  <b>Assignment #8:</b>  Chapter Review Questions  Business Terms Definitions  Case Study #4  (Career Project, Part 5 Done, but not turned in until end of course)</p>	<p>Jul. 27</p>	<p><u>Due Aug. 3</u></p>
<p><b>#9:</b></p>	<p>Ch. 17: Financial Management and Institutions  Ch. 18: Financing and Investing Through Securities Markets  <b>Assignment #9:</b>  Chapter Review Questions  Business Terms Definitions  <b><u>Career Project Due!</u></b>  <b><u>Final Comprehensive Exam Due!</u></b></p>	<p>Aug. 3</p>	<p><u>Due Aug. 10</u></p>