

BAD 151

Introduction to Business

Instructor: Mike Schmidt

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Office Hours: By Appointment Only

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TEXTBOOK

Required Text: Business Essentials, Sixth Edition by Ronald J. Ebert and Ricky W. Griffin

COMMUNICATION

OFFICE HOURS: By Appointment Only. E-mail using your CCC provided e-mail account or the mail feature within WebCT is the preferred method of correspondence. E-mail sent to my CCC e-mail account - mike.schmidt@clovis.edu - will be responded to in a much more timely manner than those sent via the WebCT mail.

Every effort will be made to respond to e-mail correspondence within 24 hours of delivery. Quizzes and exams will be graded upon their completion and the grade will be displayed in the gradebook. Case Analysis assignments will be graded within 7 days after their due date. All assignments are due at 11:00 pm on the due date.

Students are encouraged to communicate with each other and with the instructor via electronic mail for informal communication. Case Analysis Assignments are to be submitted through the specific dropbox created for that assignment.

Formal writing (proper grammar, punctuation, and spelling) is expected for all Case Analysis assignments and will be graded accordingly.

Quizzes and examinations will be taken on-line and will be restricted in duration as well as scheduling. In case of emergency, arrangements may be made to make up quizzes and examinations.

COURSE DESCRIPTION

This course is designed to introduce the basic fundamental practices of comprehensive business management in today's environment. This is achieved by addressing contemporary themes that include the growth of business on a global scale, the significance of small business, total quality

management, and the role of ethics and social responsibility.

COURSE OBJECTIVES

- | Introduce and discuss the contemporary business environment.
- | Create an understanding of managing people in organizations.
- | Present the basic principles of business marketing.
- | Present the basic principles of managing operations and information.
- | Create an understanding of fundamental financial issues and options.

ACADEMIC DISHONESTY

Academic dishonesty is an act by a student to use and/or represent the work of other individuals as that of his or her own production and/or creation. Academic dishonesty is unacceptable within the campus and in this course. Students committing acts of academic dishonesty shall be penalized by the assignment of lowered or failing grades on assignments and/or for the entire course depending upon the instructor's evaluation of the severity of the dishonest act. Consult the college catalog for more information on the institutional policy on academic dishonesty.

LATE WORK

Due dates are assigned to each unit. No credit will be given for work submitted after the due date unless arranged with the instructor.

SAFEGUARDS

Back up every piece of work you do on disk and make a backup copy. If you experience computer difficulties, you are responsible for solving your own technical problems. Heavy Internet use occurs during the evening hours of 8-10 p.m. You might want to consider logging on at other times if possible.

DEADLINES

Odd things happen in cyberspace: emails get lost; servers disconnect temporarily; logins are impossible, etc. Do not wait for the last moments to complete your assignments. Allow time to meet deadlines. Reply and check for replies on all e-mail sent and received. Be sure to check the announcement area each time you login for important messages.

ATTENDANCE

The system maintains a log each time you enter your online course. Students are required to login at least once a week in order to meet course assignment deadlines and to receive additional instructor announcements. Students who do not login and who do not communicate with their instructor either through email or by phone by the 10th class day may be administratively withdrawn from the class.

NETIQUETTE

Netiquette is using good manners in cyberspace. Since most of the communication over the net is by way of text, be sure your written words are not offensive to the receiver. Remember email is a document, and can be read by someone other than the intended audience. "Flaming" (making personal attacks on a person) is also unacceptable, and will follow the same discipline actions found in the [student handbook](#), including administrative withdrawal at the instructor's discretion.

Whether you are in a chat room, writing an email or posting to a discussion area, remember to use proper etiquette in consideration of others. If you would like to read more on the subject of netiquette, use the links below.

<http://www.iwillfollow.com/email.htm>

<http://www.albion.com/netiquette/corerules.html>

GRADING POLICY

Grades for the course will be determined as follows:

Four Examinations - 400 points

Comprehensive Final Examination - 200 points

Case Analysis - 500 points

Chapter Quizzes - 400 points

Examinations and quizzes must be taken during their scheduled times. In case of emergency, a make-up examination or quiz may be scheduled at the instructor's discretion.

Letter grades will be assigned based on the number of points earned, as follows:

1350 - 1500 points = A

1200 - 1349 points = B

1050 - 1199 points = C

900 - 1049 points = D

Under 900 points = F

COURSE OUTLINE - All Assignments are due at 11:00 pm at the end of the week specified.

Due June 8 by 11:00 pm -- Chapters 1 and 2

Chapter 1: The US Business Environment

- | Case Analysis
- | Chapter 1 Quiz

Chapter 2: Business Ethics and Social Responsibility

- | Case Analysis
- | Chapter 2 Quiz

Due June 15 by 11:00 pm -- Chapters 3 and 4 plus Exam 1

Chapter 3: Entrepreneurship, New Ventures, and Business Ownership

Chapter 4: The Global Context of Business

- | Case Analysis
- | Chapters 3 and 4 Quizzes

Examination 1, Chapters 1 through 4

Due June 22 by 11:00 pm -- Chapters 5 and 6

Chapter 5: Business and Management

- | Case Analysis
- | Chapter 5 Quiz

Chapter 6: Organizing the Business

- | Case Analysis
- | Chapter 6 Quiz

Due June 29 by 11:00 pm -- Chapter 7 and Exam 2

Chapter 7: Operations Management and Quality

- | Case Analysis
- | Chapter 7 Quiz

Examination 2, Chapters 5 through 7

Due July 6 by 11:00 pm -- Chapters 8, 9 and 10

Chapter 8: Employee Behavior and Motivation

- | Case Analysis
- | Chapter 8 Quiz

Chapter 9: Leadership and Decision Making

Chapter 10: Human Resource Management and Labor Relations

- | Case Analysis
- | Chapters 9 and 10 Quizzes

Due July 13 by 11:00 pm -- Chapters 11 and 12 plus Exam 3

Chapter 11: Marketing Processes and Consumer Behavior

Chapter 12: Pricing, Distributing, and Promoting Products

- | Case Analysis
- | Chapters 11 and 12 Quizzes

Examination 3, Chapters 8 through 12

Due July 20 by 11:00 pm -- Chapters 13 through 16 plus Exam 4

Chapter 13: Information Technology for Business

Chapter 14: The Role of Accountants and Accounting Information

- | Case Analysis
- | Chapters 13 and 14 Quizzes

Chapter 15: Money and Banking

Chapter 16: Securities and Investments

- | Chapter 15 and 16 Quizzes

Examination 4, Chapters 13 through 16

Due July 24 by 11:00 pm -- Final Exam

Comprehensive Final Examination

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