



Syllabus: *BUS100 Introduction to Business*

Course Information

Course Prefix/Number: BUS100
Semester: Fall 2016
Class Days/Times: T, Th 9-10:15

Credit Hours: 3
Course Title: Introduction to Business
Room: MB 23

Instructor Information:

Name: Neal M. Wade
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Office hours: M,W 9-11am T,R 1-3pm

Course Description:

Introduction to Business Principles of business operations in the private enterprise system. Includes contemporary business and its environment, structure of American business, management principles of the organization, people, and production, marketing management, information systems and accounting, and financing the enterprise.

Course Objectives:

1. Prepare the students for a career in the field of business
2. Develop an understanding of the business processes
3. To help develop organizational skills required in business
4. Review the history and development of business in the United States
5. Develop the correlation between people and business

Student Learning Outcomes (SLOs) : (Three to Six)

After completion of the course students will be able to

1. Discuss the historical and contemporary aspects of the private enterprise system including the related environments of economics in the United States, international business, social responsibility, and business ethics.
2. Analyze the structure of American business, emphasizing the forms of business ownership, entrepreneurship, small business operations, business financing, and total quality management.

3. Describe the principles of managing organizations, people, and production including the management of internal organizations, operations, human resources, effective teamwork, business communication, and labor-management relations.
4. Describe the principles of marketing management including customer satisfaction, product and pricing strategies, distribution strategy, and promotion strategy.
5. Explain business information systems and accounting procedures.
6. Explain the principles of financing in the private enterprise system focusing on financial management principles, the operations of financial institutions, and an overview of the securities markets.

Course Structure:

This course will consist of Lecture, Discussion, Reading, Research and Examination.

Texts and Materials: *Understanding Business* current edition. by Nickels, McHugh and McHugh

Evaluation and Grading & Assignments: Assignments

Written assignments are to be free of grammatical and spelling errors. Written assignments must be handed in on the assigned day as a MSWord document double spaced with size 12 font Times New Roman.

Attendance/participation 100pts
Research Assignment 100 pts
Quizzes 4@ 25 pts each 100pts total
Midterm exam 100 pts
Final exam 100pts
Total possible 500 points

Grading Procedures and Policy

450 pts+ "A"
400- 449pts "B"
350-399pts "C"
300-349pts "D"
299pts or less "F"

Himdag Cultural Component This will be student driven, incorporated and included in the lesson plans

Policies and expectations- minimally

Participation and thinking are required!

Attendance is mandatory and consists of 20% of the grade.

The student should e-mail or text the instructor if they are going to be absent. Homework is still required to be submitted on time.

All students are expected to complete their own work.

Students will be required to have read the text before class and be prepared for discussion.

Late Work will be accepted but with a 10 percent penalty for each class session that it is late.

Missed exams and quizzes must be made up with in one week of issuance

Plagiarism will result in a "0" score for that assignment and reported to the Dean

All electronic devices will be powered off during lecture and testing
Student behavior will also be conducted per the school's code of conduct.

Course Outline:

Contemporary Business and Its Environment

- A. Foundations of business*
- B. Economic challenges facing the United States*
- C. Global dimensions of business*
- D. Social responsibility and business ethics*

Structure of American Business

- A. Forms of business ownership*
- B. Entrepreneurship*
- C. Small business operations*
- D. Franchising*
- E. Total quality management*

Management Principles of the Organization, People, and Production

- A. Management and the internal organization*
- B. Management and human resources*
- C. Teamwork and communication*
- D. Labor-management relations*
- E. Production and operations management*

Marketing Management

- A. Marketing management and customer satisfaction*
- B. Product and pricing strategies*
- C. Distribution strategy*
- D. Promotion strategy*

Information Systems and Accounting

- A. Business information systems*
- B. Accounting procedures*

Financing the Enterprise

- A. Financial management principles*
- B. Operations of financial institutions*
- C. Securities markets*