

**In association with Eastern Arizona College**

**Introduction to Business**

**Summer 2010**

**Course Information:**

Course Prefix/Number: BUA 101

Dept/Course Title: Introduction to Business

Class Days/Times/Room: MT 1:00pm-3:50

Credit Hours: Lecture 3 credits

Transferbility: ASU-elective, NAU-elective, U of A-elective

Prerequisites: None

Required Assessments: Pre/Posttest (50 Questions, 50 Points)

Teaching Format: 3 hour lecture/demonstration

Methodolgy: Classroom Presentation/Lecture Demonstration On-hands activities.

**Instructor Information:**

Name: Cindy Barnes

US Mail: **Gila Community College**

 **San Carlos Campus**

 **Tonto and Mesa Drive**

 **San Carlos AZ 85550**

Phone/Voice Mail: **(928) 475-5981**

E-mail: cindy.barnes@eac.edu URL: <http://www.eacfaculty.org/cbarns/index.htm>

Availability: Please contact me at anytime either by phone (928) 428-2871 or email address above

**Office hours**: I will respond to either phone or email to set up a meeting time.

**Instructional Materials:**

Nickels, McHugh, McHugh*. Understanding Business*. Edition: 7th edition. Publisher: Irwin McGraw-

Hill. Year: 1999. Required

* Computer connected to the Internet & an email account. If you do not have an email account please go to Yahoo and sign up.
* Browser Microsoft Internet Explorer or Netscape Navigator 7.0 or higher. Operating System: Windows XP/03/7 or some compatible system. If you do not have Microsoft Office, please save as rich text format if you are sending materials to the instructor electronically.
* The learner is required to submit an e-mail address to the instructor to be used during the extent of the course. I check e-mail daily. I will respond within 24 hours by e-mail.
* Students are required to bring portable storage media for file storage. USB drives are preferred. Floppy disks and writeable CDs are also acceptable.

Note: The Gila Community College Bookstore can be accessed and books ordered via the Internet at [www.gilaccc.org](http://www.gilaccc.org).

**Introduction to Business**

**Course Syllabus**

**Educational Value**

Introduction to Business gives the student a basic understanding of how business works within the U.S. economy. The course gives the business student background in business terminology and a better understanding of the available career opportunities.

**Description**

Organization, functions, activities, and roles of business in the American economic system; orientation to business terminology, practices, problems, and career opportunities. Primarily for freshmen majoring in some area of business.

**Course Objectives:**

Upon successfully completion of the course, each student will be able to:

* Explain the rapid changes involved in operating a business in today's diverse, global environment.
* Explain the problems which arise in developing a small business.
* Explain today's approach to empowering the employee.
* Express the methodology used in order to motivate employees to produce quality goods and services.
* Explain how a business person can develop and implement customer-oriented marketing plans.
* Identify how business today must manage information.
* Demonstrate the basics of managing financial information.

**CLASS ENVIRONMENT**
The outline and structure of this course creates a set of common expectations for your work. Here are some general considerations I wish to emphasize:

* Attendance: The attendance policy for this class is simple. You are all adults who have in some form paid for this class. If you do not wish to come to any session, you do not have to attend. However, it is your responsibility to make up what you have missed by not attending*.* If something happens that is going to cause you to fall behind, contact me immediately.
* Workload: Students are expected to spend an average of 8 hours per week attending class sessions, doing assignments and research, reading and preparing for exams. The standard Carnegie Unit of college credit assigns one credit hour for each 15 hours of class time and assumes that students spend two hours working outside the classroom for each hour of classroom instruction. For at three-credit course, this translates to 135 hours per semester or an average of nine hours per week for a 16-week semester.
* Guidelines: Please read all guidelines for Eastern Arizona College. You will be responsible for knowing the guidelines, policies, and procedures of Eastern Arizona College. The information can be found at the Eastern Arizona College website <http://eac.edu/>
* Classroom Behavior: Students creating disturbances that interfere with the conduct of the class or the learning of others will be asked to leave.
* Relationship: The relationship between learner and faculty is important. While instructors are responsible for teaching course content, we also serve as mentors to assist in your continuing education and socialization into the profession of business. Feel free to discuss your particular needs with me.
* **Philosophy:** I believe your educational experiences should be both beneficial and enjoyable. I believe the ideal attainable situation is one where the students and the instructor look forward to class with eager anticipation. The only way this can be attained is through class preparation by everyone and a permissive class atmosphere.

**Important Phone Numbers:**

Gila Pueblo Campus: 928-425-8481 or San Carlos Campus 928 475-5481

# Introduction to Business

# BUA 101 Grading Policies

**Academic Integrity:**

* *Violations of scholastic ethics are considered serious offenses by Eastern Arizona College, the Computer Department and by your instructor. Students may consult the EAC Student Handbook sections on student code of conduct, on scholastic ethics and on the grade appeal procedure. Copies are available at all campuses.*
* *All work done for this class must be your own. While you may discuss assignments with other class members, the final written project must clearly be your own. You may use work from books and other materials if it is properly cited. Copying from a book without proper reference or from a person under any circumstances will result in an F for the assignment, and at the instructor's discretion, possibly an F for the course.*
* *Students are expected to abide by the Student Code of Conduct and the Scholastic Code of Conduct found in the Eastern Arizona College Student Handbook. Copies are available at GCC campus library.*

**ADA Compliance:**

*Gila Community College District strives to comply with the provisions of the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Students with disabilities requiring special accommodations must notify the instructor of this need or directly contact the Disabled Student Resources Office on your campus at the beginning of the semester.*

**Classroom Behavior:**

* *Because of insurance limitations, non-registered visitors are not allowed at class sessions or on field trips.*
* *Possession of drugs, alcohol or firearms on college property is illegal.*
* *Eating, drinking, smoking and soliciting are not allowed in classrooms.*
* *Pets, telephones, pagers and other electronic devices that distract students are not allowed in classrooms.*
* *Students creating disturbances that interfere with the conduct of the class or the learning of others will be asked to leave*.

**Instructor Withdrawals:**

*The last day for a student to initiate an official withdrawal from a semester-length course and receive a “W” grade is six weeks prior to the last Friday before final exams. The instructor will not initiate a withdrawal from a semester-length course.* ***It is the student’s responsibility to withdraw from their course, not the instructors.*** *Withdrawal for Short-Term and Open-Entry Exit course is the last day of the class.*

***I find grading the most difficult of all teaching tasks. However, I have a responsibility to evaluate a student’s academic performance. Accordingly, my grading rationale will be calculated as follows:***

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| **Grade**  | **Percent**  | **Total Points** |
| A | 90% - 100% | 743 – 825 |
| B | 80% - 89% | 660 – 742  |
| C | 65% - 79% | 536 – 659 |
| D | 50% - 64%  | 413 – 535 |
| F | 0% - 49%  | 000 – 599 |

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| **Assignments**  | **Points** |
| Exams (4) | 400 |
| Homework (21 chapters) | 210 |
| Stock Market  |  15 |
| Cases & class work | 100 |
| Total Points  | 825 |

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***Ultimately your grade will be based upon the above and my overall judgment as to your level of performance and understanding of the subject.***

**Final Grades:**

 *Final grades can be requested by contacting the EAC Records and Registration Office at 1-800-678-3808, ext. 8270*

 *On Line: Log on to* [*www.gilaccc.org*](http://www.gilaccc.org) *and lick on Gila Hank Online to access GCC/EAC’s real time internet registration system.*

 *For more information contact GCC administrative offices at 425-8481.*

**Housekeeping:** Please email me cindy.barnes@eac.edu with the following information:

Name

Acknowledgment of Receipt of Syllabus

Please state whether you have received the BUA 101 syllabus (including course objectives, policies, requirements and schedule) and have read and understand all the enclosed materials.

Course expectations

Work experience

Educational background

Anything else you would like the instructor to know about you

**ALL ASSIGNMENTS NEED TO BE EMAILED TO THE INSTRUCTOR AS AN ATTACHMENT**

* **Email Netiquette:** <http://www.albion.com/netiquette/> (Save on your favorites or email this link to yourself as a reference)
* **Quiz:** <http://www.albion.com/netiquette/netiquiz.html> (E-mail instructor your score to record)
* **Sign up for Email Tips:** <http://www.albion.com/netiquette/list.html>
* **Emoticons**: <http://www.chirpingbird.com/netpets/html/computer/emoticon.html>
* **Computer Ethics -** <http://www.southernct.edu/organizations/rccs/>

I will send you a reply by the next time we meet. We will discuss the various features of managing and maintaining an email account, create a class folder on yahoo and on computer and calendar in yahoo account.

* **Getting to know your text** –[Understanding Business Website](http://highered.mcgraw-hill.com/sites/007310597x/information_center_view0/) Familiarize yourself with the available resources to help you understand the concepts and business terms.

## *Let’s get ready for class!*

**Introduction to Business BUA 101**

#  Class Calendar/Schedule

***“SUCCESS IS THE ONLY OPTION”***

***I hear and I forget. I see and I remember. I do and I understand. -- Confucius, 551-479 B.C.***

*The following class schedule is developed as a guide and may change at the discretion of the instructor. How fast the class goes and how well we cover the topics hinges on the class’ ability to absorb the material and course homework. This course is designed for the student to take an active roll in their learning. As technology increases so does the need to read and write more proficiently.* ***PLEASE ASK QUESTIONS SO YOU CAN BECOME MORE PROFIECIENT.***

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| **Chapter Number** | **Activity Document** | **Pts Possible** |
| Week 1 | **PreTest & Overview of course expectations****Classtime will be divided as follows:** * **“Openers”:** Many chapters will begin with student being asked to make comments or asking questions from their reading.
* **Homework:** Keeping up with homework is vital to your success in this class! The instructor will assign homework problems in the **previous class time** **for the current class:**
	+ **Each student:** completes or attempts ALL of them and brings these solutions to class. Homework will not be collected until quiz is given so you can use as a study guide.
	+ **Stock Market:** Investing in the stock market, individually maintain a portfolio and learn how to choose a good stock.
	+ **Homework review**: There will be a class discussion of the solution. Students and instructor question/examine/consider/debate the solution.
	+ **Activities & cases**: will give the student the opportunity to demonstrate subject knowledge. Almost all activities are an opportunity to earn points, but you must be present and do the activity to earn the points.
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| **Chapter** **Number** | **Activity Document** | **Pts** **Possible** |
| Chapter 1 & Chapter 2 |  Managing within the Dynamic Business Environment: Taking Risks and Making Profits How Economics Affects Business: The Creation and Distribution of Wealth *Assignment** Reading
* Introduce the stock market project (link can be found on instructors website)
* Attendance
* Key Terms
 | **Key term=10** |
| Chapter 2, 3 & 4 | How Economics Affects Business: The Creation and Distribution of Wealth (continued) Competing in Global Markets Demonstrating Ethical Behavior and Social Responsibility *Assignment*Chapter 21. Key terms
2. Developing Workplace Skills – Break into groups and complete #1 of Workplace Skills.

Chapter 31. Key Terms
2. Examine trends in business occupations in the world. Start with these websites and then find some of your own: <http://europe.vault.com/index.jsp> <http://money.cnn.com/2006/07/27/technology/bestbizideaslist0727.biz2/index.htm> <http://www.emarketer.com/Article.aspx?id=1003195>
3. Assignment is to list at least five careers that you can work outside the United States along with your key terms.

**Chapter 4**1. Type key terms in a Word Document2. Create a flyer with the six-step process to help improve America’s business ethics. | Term=30Case=20 |

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| **Chapter** **Number** | **Activity Document** | **Pts** **Possible** |
| Chapter 4 & 5 | Demonstrating Ethical Behavior and Social Responsibility (continued) Choosing a Form of Business Ownership*Assignment*1. Exam I – On the text website, choose chapter 4, click on “Casing the Web” read and answer the questions. Then choose chapters 1, 2 and 3 Quiz. Submit all of your answers.

Chapter 51. Key Terms
2. On the same document as your key terms, complete activity 2 & 3 on page 145.
3. Create a table comparing all forms of business as shown on page 131. Your table can be as elaborate as you like (i.e., colors, borders, shading, with or without lines). I am looking for content and presentation of material.
 | Quiz=100Term=10Quiz=70 |
| Chapter 5 & 6 | Choosing a Form of Business Ownership (continued) Entrepreneurship and Starting a Small Business *Assignment*Chapter 61. Key Terms
2. Go to this site and take an entrepreneur test <http://www.entrepreneur.com/greatminds/quiz/index.html>
 | Terms=10 |

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| **Chapter** **Number** | **Activity Document** | **Pts** **Possible** |
| Chapter 7 & 8 |  Management, Leadership, and Employee Empowerment Adapting Organizations to Today's MarketsSection Review and Recap *Assignment*Chapter 7* key terms
* Go over the review and critical thinking questions.
* Study the case materials at the end of the chapter.
* Review the SWOT’s on various companies <http://www.marketingteacher.com/> Create your personal SWOT from page 202. On a Word document insert a table with 2 columns and 2 rows. You can change colors and decorate the page anyway you like. Be sure to add content that will help you develop goals to work towards.

Chapter 8* key terms
* Go over the review and critical thinking questions.
* Study the case materials at the end of the chapter.
* In your text’s website click on “Developing Workplace Skills”. Complete the exercise and submit the form

Exam II – On the text’s website choose chapters 5, 6, 7 and 8 and click on the chapter quizzes.  | Term=20Case=10Quiz=70 |

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| **Chapter** **Number** | **Activity Document** | **Pts** **Possible** |

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| Chapter 9, 10 & 11 | **Chapter 9**Producing World-Class Goods and Services – Go to your text’s website, choose chapter 9 and click on student power point to review the highlights of the chapter.Motivating Employees and Building Self-Managed Teams – Chapter 9 explains how important it is for Americans to produce products efficiently in order to be competitive in the market place. **Chapter 10**The job of the manager is to get things done through their employees. To do this the manager needs to motivate their employees. Chapter 10 discusses theories on motivation. Go to this site to review the various theories of motivation <http://www.accel-team.com/motivation/> **Chapter 11**Human Resource Management: Finding and Keeping the Best Employees *Assignment***Chapter 9**Key Terms**Chapter 10**Key TermsGo to this site <http://www.businessballs.com/mcgregor.htm> and read through the information. Then download and save the 2 page Word version test. Take the test and compare each others score. **Chapter 11**Key TermsReview chapter 11Choose one case study to read and send your responses to your instructor.  | Key terms=30Case=20 |

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| **Chapter** **Number** | **Activity Document** | **Pts** **Possible** |

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| Chapter 11 & 12 | Human Resource Management: Finding and Keeping the Best Employees (continued) **Chapter 12**Dealing with Employee-Management Issues and Relationships – Chapter 11 discussed methods for businesses to planning and recruit the best employees. Chapter 12 furthers the discussion of real labor situations and the federal/state laws that protect employees. *Assignment***Chapter 12**Go to this website: <http://www.workforce.az.gov/?PAGEID=67&SUBID=196> review the various links to learn about Arizona Labor Laws. Write and email the instructor the following:1. How will this website help you today or in the future?
2. Do you think business managers/leaders need to be familiar with the Arizona Labor Laws?
3. Create a timeline of the Federal Labor Laws and Regulations

Exam III – Chapters 9-12  | Key terms=10Quiz=70 |
| Chapter 13 | Section Review and Recap Marketing: Building Customer Relationships - Marketing is the process of determining customer wants and needs and then providing customers with goods and services that meet or exceed their expectations.*Assignment***Chapter 13**Key TermsNike implemented a number of marketing strategies to sell its products. One of the most important considerations is its marketing mix, better known as the 4Ps. Audit their marketing strategies (4 P’s) of the company you chose to follow their stock. 1. Go to the SEC <http://www.sec.gov/>
2. Under filings and forms click on “Search for Company Filings”. You may have to go to your company’s home page to get the company symbol.
3. You will see many reports. You want to download the 10K.
4. The 10K is huge, click on edit/find and search for the word market to help you get the information you need.
 | Key Term=10Case=10 |

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| **Chapter** **Number** | **Assignment** | **Pts** **Possible** |

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| Chapter 14 & 15 | Developing and Pricing Products and Services Distributing Products Quickly and Efficiently *Assignment***Chapter 14**Key TermsHow does Tommy appear to differentiate their product from a major competitor, such as Abercrombie?[www.tommyhilfiger.com](http://www.tommyhilfiger.com/)[www.abercrombie.com](http://www.abercrombie.com/)**Chapter 15**Key Terms**What are the four types of distribution systems? Please refer to your text and email your answer to the instructor.**  | Key term=20 |
| Chapter 16 | Using Effective Promotional Techniques *Assignment***Chapter 16**Key TermsThere is a variety of media available to use for advertising. Using the chart in your text, determine what might be the most appropriate form of advertising media for: (there may be more than one answer for each) 1. A rock concert at an outdoor theater
2. Sales at the local mall
3. Products aimed specifically at women
4. A local news television show
5. Long distance telephone service
6. Credit cards
7. Computer software
8. A self-darkening windshield for a car/truck
 | Key term=10Case=10 |

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| **Chapter Number** | **Assignment** | **Possible Points** |
| Chapter 17 | Exam IV 13-16Understanding Financial Information and Accounting*Assignment***Chapter 17**Key Terms1. **As in Chapter 13 go to your chosen companies 10K to** try your hand at computing financial ratios. Compute the current ratio, debt to owners' equity ratio, and basic earnings per share ratio for the firm.
2. Next, go to the company's competitors and compute the same ratios for that company; then compare the differences.
 | **Key term=10****Case=10****Quiz=70** |
| Chapter 18 & 19 | Financial Management Securities Markets: Financing and Investing Opportunities *Assignment***Chapter 18**Key Terms1. What is the difference between an accountant and a financial manager?
2. Describe three of the most common ways for any firm to fail financially.

**Chapter 19**Key TermsNow, visit an online broker such as [www.etrade.com](http://www.etrade.com/) or [www.ameritrade.com](http://www.ameritrade.com/) How do their fees compare to trading online with a discount broker such as Charles Schwab – [www.charlesschwab.com](http://www.charlesschwab.com/), or a traditional broker such as A.G. Edwards [www.agedwards.com](http://www.agedwards.com/) | Key Term=10Case=20 |
| Chapter 20 | **Understanding Money, Financial Institutions, and the Federal Reserve** *Assignment***Chapter 20**Key TermsOn the Text’s website choose chapter 20 and then choose “Casing the Web”. Complete the exercise and submit.Section Review and Recap Exam V chapter 17-20 | Key term=10Quiz=70 |

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| A, B, C | **Working within the Legal Environment of Business** Business law refers to rules, statutes, codes, and regulations that are established to provide a legal framework within which business may be conducted and that are enforceable by court action.1. **What is the difference between statuory law and common law?**
2. **What is an intentional tort?**
3. **What are patents and copyrights?**

**Using Technology to Manage Information -** 1. **What have been the various names and roles of business technology since 1970?**
2. **What information technology is available to help business manage information?**
3. **What was one of the most dynamic changes in computer hardware in the past decade?**
4. **What types of software are used by managers most frequently?**
5. Discuss how technology has changed your relationship with specific businesses or organizations such as your bank, your school, and your favorite places to shop. On a personal level, how has technology affected your relationship with your family, friends, and community? Take a sheet of paper and write down how technology has helped build your business and personal relationships on one side. On the other side of the paper, list how technology has weakened the relationships. What can you and others do to use technology more effectively to reduce any negative impact?

**Managing Risk**Businesses have four options to avoid losses stemming from pure risk situations. * Reduce the risk
* Buy insurance to cover the risk
* Avoid the risk
* Self-insure against the risk

Read the following situations, and determine which option the firm is choosing in each case. Use each option only once. 1. The president of an asbestos removal firm in Merriam, Kansas closed his firm for four months.
2. A group of 27 accounting firms formed its own insurance company to insure themselves.
3. Workers and visitors on construction sites are required to wear hard hats.
4. Senoret Chemical Company experienced a 1600% increase in its liability coverage premium.
 | 20 points |

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| D | **Managing Personal Finances** The six steps to get control of your finances are: 1. Take an inventory of you financial assets
2. Keep track of all of your expenses
3. Prepare a budget
4. Pay off your debts
5. Start a savings plan
6. Only borrow money to buy assets that have the potential to increase in value

Do as many of these steps as possible in the time frame of a week. Use Excel so you can make correction easily: Inventory of assets: Do you own a car, house, appliances, stocks, savings account, checking account or collectables?Expenses: What do you spend in a day on food, newspapers, travel, supplies, housing, car payments and/or utilities per month?Are you spending more than you are earning? Keep a small notebook handy to record all of your spending for each day for a week.Budget: Listing all your sources of revenue, determine how much you can spend in a month. Set up accounts for money you are going to pay to yourself, for savings, and for major purchases you will want to make sometime in the future as well as for items which may not be paid every month, but will come due eventually, like car or life insurance. Can you spend less than you are making?Pay off your debts: Can you pay off your credit cards, if you have them? Are there any other debts that can be paid off now?Start a savings plan: In your budget, did you pay yourself first?Identify those loans that were for articles which will depreciate in value (educational loans don't count! Your education will help you accumulate capital in the long run!) It's not easy, is it?!**Final Exam** | **Extra Credit****Final Exam=50** |

Thank you for a wonderful journey! Your self-learning starts from here!

"It is good to have an end to journey toward, but it is the journey that matters in the end."
--Ursula K. LeGuin

**Student Grade Sheet**

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#  Name: Semester:

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| --- | --- |
| **Assignments**  | **Points** |
| **Exams**  | **400** |
| **Homework (21 chapters)** | **210** |
| **Stock Market**  |  **15** |
| **Cases & class work** | **100** |
| **Total Points**  | **825** |

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| I | **Exam** |  |
| II | Homework  |  |
| III | Stock Market |  |
| IV | Cases & class work |  |
|  | Total |  |
|  | Course Grade |  |

# Intro to Business BUA 101 SYLLABUS

**Caveats:**  *This syllabus is a written contract involving the instructor, student and the college.*

**Your instructor will make every attempt to follow the above procedures and schedules, but they may be changed in the event of extenuating circumstances**.

**Students submitting assignments through the mail are advised to make copies for their own protection.**

**If you move during the semester, please file a change of address form at any GCC campus registration office.**

##### Acknowledgment of Receipt of Syllabus

Please sign and return the following acknowledgment to me in class or at the following address:

Dr. Stephen Cullen

Gila Community College

Gila Pueblo Campus

Globe, AZ 85501

\_\_\_\_I have received my Intro to Business BUA 101 syllabus (including course objectives, policies, requirements and schedule) and have read and understand all the enclosed materials.

\_\_\_\_I have no objection to receiving an occasional call from the instructor at the number given with my registration materials.

\_\_\_\_I prefer that the instructor not call or contact me by phone anytime during the semester.

My reasons for taking this course:

My background in this area includes:

\_\_\_\_I would like to be contacted by the instructor regarding the following concerns:

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Student ID #

 Phone E-mail address