

Bus 103: Introduction to Business Syllabus

Objective: The purpose of this syllabus is to guide the participant in the requirements, demands, logistics and expectations of this course.

Getting Help

To receive technical assistance on issues related to WebCT contact:

Academic Instructional Technology Help Desk
ES 102
Monday-Thursday 8:00 a.m. - 9:00 p.m. Friday 8:00 a.m. - 5:00 p.m.
(719) 587-7371
ascwebct@adams.edu

Your Instructor



Ed Lyell BA, MBA, PhD.

[More information on Dr. Lyell \(http://www.edlyell.com\)](http://www.edlyell.com)

Professor of Business
School of Business
BUS-208 (719) 587-7161
Please contact me directly at ehlyell@adams.edu

Textbook

To order textbooks or obtain information about book titles you may go to www.exstudies.adams.edu and click on the “ASC Bookstore” icon.

Use **Section Number: 1023** to order books from Bookstore site.

Business: A Changing World, 6th Edition, by O. C. Ferrell, Geoffrey Hirt, and Linda Ferrell.

Business: A Changing World, 6/e
O.C. Ferrell, Colorado State University
Geoffrey A. Hirt, DePaul University
Linda Ferrell, University of Wyoming

Business: A Changing World by Ferrell/Hirt/Ferrell is the fastest growing introductory business textbook on the market, and for a simple reason. Unlike competing books, which are trimmed and spliced from much longer works into an approximation of an essentials edition, Ferrell/Hirt/Ferrell is written from the ground up to be brief, lean, and flexible enough to enable

you to cover just the topics you want at the level of depth you want, plus it doesn't inherit outdated examples from a hardback derivative. With market-leading teaching support and the most up to date content available, **Business: A Changing World** represents the best value available in the brief Introductory Business market. What sets Ferrell apart? An unrivaled mixture of topical depth, current content and the best teaching support around.

Technical Requirements

A complete overview of the technical requirements, software for this course and WebCT tutorials is available in the Student Support Module, located in the Course Content tab. Information for receiving technical assistance is also included.

How WebCT Functions

How to take a Quiz or Exam

Quizzes and exams will be available through the assessment tab in the left-hand navigation bar. Do not click on the link to take the quiz or exam unless you are ready because once you begin you must complete the quiz or exam. Each quiz is timed and you must stay within the allotted time to receive credit for correctly answered questions. **You must click Save then Submit for your quiz or exam to be completed.** To view your quiz or exam score, click on My Grades in the gradebook and then click on the grade itself to see which you correctly answered and which you did not.

How to send E-mails

All electronic mail communication related to this course will utilize the Mail tab. To communicate by E-mail within the course with other participants or all participants, click the Mail tab link on the left. Click Create Message to send a message. You are able to send messages to All Users or Select Users in the course, including the instructor. Be sure to only check the recipients that you want to receive the E-mail.

Do not submit assignments through the Mail tab. Submit them through the Assignments tab, Assessment tab or Discussions tab, as directed. You will receive quick responses to any E-mail you send during my office hours. Generally speaking, I check my E-mail inbox several times a day during the workweek, less frequently on the weekend, and rarely after 10:00 p.m. any day. If my schedule will make me unavailable to answer E-mails for a day or two, I will send an announcement out so that you can plan accordingly. One caveat: technical problems in the E-mail systems may slow down responses!!

How to post in the Discussions

The Discussions feature in WebCT is an online discussion forum in which students and faculty can communicate asynchronously (anytime) via message postings. We will use this tool frequently. When you click the Discussions tab located on the left or in the Learning Modules, a listing of subject categories, called forums, will appear in a table format.

All threads (topics) pertinent to a category will appear as links under that subject's forum. The instructor has control of what general subject categories are available for discussion in the course. At the instructor's discretion, students may or may not have the option of starting a new thread under the general subject categories and may or may not be able to edit their comments after they have been posted.

Students can (and will be required to) respond to threads in the course discussion. To respond to a thread:

- Click the Discussions tab located in the left-hand navigation bar or click on the Discussion Assignment link in the Learning Module.
- Click on a topic link to open it and view the contents within.
- Click "Create a Message" to post your initial comments or click "Reply" to respond to any existing posts.
- Be sure to click submit to add your posting.

Your response will now appear in the table, along with your name as author and date/time of posting.

Catalog Description

An overview of business and economics for the non-major, and a first step for all business majors. The course both defines and applies the fundamental principles of economics, management, marketing, management information systems (MIS), accounting and finance, including personal finance. Prerequisites

None

Purpose

Develop the ability to read, understand, and converse in the language of business that appears daily in the news and in business conversation. It is a goal that you leave this course with tools that have prepared you for further business courses and allow you to understand and participate in business, the U.S. economy and the world economy.

Curricular Relationships

Stand alone course for non-business majors, and overview intro for business majors.

Student Learning Outcomes

1. Apply marketing, management, accounting, and finance frameworks to individual enterprises.
2. Describe and evaluate marketing activities such as new product development, promotion, distribution, and pricing.

3. Describe and evaluate management processes for planning, organizing, and controlling business activities.
4. Demonstrate awareness of ethical principles, personal and company values, and socially responsible management practices.
5. Apply leadership and organization principles to the formation and implementation of business strategies.
6. Use the principles of strategic management to make recommendations to an organization's management.
7. Demonstrate awareness of the role information technology in the business world.
8. Demonstrate knowledge of the variety of library resources available to the business student.
9. Demonstrate an awareness of world geography and international business issues.
10. Identify the skills and character attributes of the four basic types of people who make up the business world: employees, the self-employed, business owners, and investors.

Content Outline

- The Dynamics of Business and Economics
- Business Ethics and Social Responsibility
- Business in a Borderless World
- Managing Information Technology and E-Business
- Options for Organizing Business
- Small Business, Entrepreneurship, and Franchising
- The Nature of Management
- Organization, Teamwork, and Communication
- Managing Service and Manufacturing Operations
- Motivating the Workforce
- Managing Human Resources
- Customer-Driven Marketing
- Dimensions of Marketing Strategy
- Money and the Financial System
- Accounting and Financial Statements
- Financial Management and Securities Markets

Grading

This course is based on the textbook format and materials. The student should take personal responsibility to answer each of the “questions for discussion” and Web activities in each chapter. The Textbook comes with extensive web site with on-line learning supplemental materials including practice multiple choice exams.

Chapter Quizzes

There are multiple-choice quizzes of 20 questions each for each chapter. You take these in sequence but at your own pace. The 16 quizzes total 70% of your semester grade. These will be available under the assignments tab on your left menu bar.

Exams

There is an essay mid-term (10% and an essay final (20 %). These will be available under the assignments tab on your left menu bar.

90-100 % = A
81-89 % = B
71-79 % = C
61-69 % = D
Less than 61% = F.

Accessing Library Resources

Students enrolled in this course can utilize the [ASC Nielsen Library](#) from on and off campus. Follow the links located on the My Courses>> Campus Announcements for login information and complete instructions for accessing information from a distant location.

Adams State College Resources

Adams State College provides several resources to assist you and make your online learning experience a positive one. A listing of resources is available at the [One Stop Student Services](#) on the Adams State College Website. Some of the highlights are:

[Records Office](#) - Campus contacts available to help you through the registration process.

[Computing Services](#) - Technical assistance and tutorials.

[Disability Services Handbook](#) - Student Services can arrange assistance for students with special needs or disabilities.

[Academic Calendar](#) - Keep track of important dates.

[South Coloradan](#) - Adams State College Newspaper

ADA Statement

If you have a disability, including a learning disability, for which you request an accommodation, please contact [The Office of Student Affairs](#), so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit:

The Office of Student Affairs
234 Richardson Hall
Adams State College
208 Edgemont Alamosa, CO 81102
719-587-7221

Policies and Procedures

Affirmative Action Policy

Adams State College (the College) is committed to an affirmative action policy. The College subscribes to the policy that there is no place in an academic community for discrimination based on race, creed, sex, or ethnic background. The College will use its influence to discourage such discrimination, whether it is on the campus or in the community. A faculty member serves as affirmative action officer and is responsible for coordinating compliance efforts and investigating any complaints concerning discrimination. This responsibility includes institutional compliance with Title IX.

General Campus Policies

Adams State College expects all students, as well as faculty and staff, to observe national, state, and local laws and to respect the rights and privileges of other individuals. The College expects each individual within the academic community to refrain from behavior that would disrupt the College function of education; cause injury to persons; cause damage or loss of property on the campus; or interfere with the freedom of movement of students, school officials, employees, or guests at facilities of the College. The College will not tolerate interference in any manner with the public or private rights of other individuals or conduct that threatens or endangers the health and safety of any person. The President or Vice President or designee, may summarily suspend any student in violation of these standards, pending a hearing of the case before the College Magistrate, when it appears that reasonable cause exists to believe the continued presence of the accused student on campus poses a threat to the safety of the student, other persons, or property, or a threat to disrupt College functions or activities. Students should be aware that such misconduct may also subject them to any penalties that may be prescribed by municipal, state, or federal laws. The imposition of such additional penalties does not constitute double jeopardy, inasmuch as College punishment is not criminal in nature. The Colorado General Assembly has passed a trespass and interference law with the education act. Violation is a Class 3 misdemeanor (Colorado Revised Statutes, 1973, 18-9-109).

Student Rights and Responsibilities

The College expects all students, as well as faculty and staff, to observe national, state, and local laws and to respect the rights and privileges of other individuals. The College expects each individual within the academic community to refrain from behavior that would disrupt the College function of education, cause injury to persons; cause damage or loss of property on the campus; or interfere with the freedom of movement of students, school officials, employees, or guests at facilities of the College. Interference in any manner with the public or private rights of

other individuals or conduct that threatens or endangers the health and safety of any person will be not tolerated by the College. The President or designee may summarily suspend/expel any students in violation of these standards, pending a hearing of the case before the College Magistrate. Students should also be aware that such misconduct may subject them to any penalties which may be prescribed by municipal, state, or federal laws.

Code of Conduct

All students share a common and heavy responsibility to maintain a climate suitable to a community of scholars. They have equivalent responsibility with the faculty for study and learning and for conducting themselves with academic integrity in a manner compatible with the College's function as an educational institution. The College has a duty and the corollary disciplinary powers to protect its educational purposes through the regulations of the use of facilities and through the establishment of standards of scholarship and conduct for the students who attend the institution. Disciplinary proceedings should play a role substantially secondary to example, counseling, guidance, and admonition. When the preferred means fail to resolve problems regarding student conduct, proper procedural safeguards should be observed to protect the student from the unfair imposition of serious penalties for violation of College policies. Students violating rules of conduct, as set forth by the College, will be subject to disciplinary action. Expectations of behavior for all students are as follows:

- All students are expected to practice academic honesty. They should refrain from any form of cheating, plagiarism, or knowingly furnishing false information to the College.
- All students are expected to refrain from forgery, alteration, or use of any College documents, records, or instruments of identification with intent to defraud or deceive.
- All students are expected to make only authorized entry to or use of any College facility. College facilities are interpreted to mean buildings, grounds, equipment, or materials.
- All students are expected to comply with directions of College officials acting in performance of duties and to show identification upon request by a college official.
- All students are expected to observe federal and state laws relative to narcotic drugs, beer, and liquor.
- All students are expected to observe rules and regulations as set forth in specific College facilities.
- All students are expected to refrain from impeding freedom of movement of students, school officials, employees, or invited guests to all facilities of the College.
- All students are expected to refrain from physical abuse or intimidation of any person on College-owned or controlled property or at College-sponsored or supervised functions and to refrain from conduct that threatens or endangers the health or safety of any person.
- All students are expected to refrain from theft of or damage to College property or the private property of any student, school official, employee, or invited guest when such property is located in College buildings or facilities.
- All students are expected to refrain from unauthorized possession of firearms, explosives, or other dangerous weapons upon the grounds, or in buildings, or other facilities of the College.
- All students on College premises or in any building or College facility are expected to refrain from engaging in disorderly, harassing, or indecent conduct that results in a

disruption, impairment, or interference of the educational mission, process, procedures, or functions of the College. Such proscribed conduct includes, but is not limited to, the following: coarse or offensive utterances, gestures, or displays; abuse or threats to any other person; unreasonable noise on College premises or in any building or other facility; fighting with another person; discharging or displaying a firearm on campus; striking, shoving, or kicking a person; directing obscene language or gestures to another person; or performing in a public place or in public view any of the following: (a) an act of sexual intercourse or (b) an act of deviate sexual intercourse or (c) a lewd exposure of the body.

- While on or near College premises or facilities, all students are expected to refrain from denying lawful freedom of movement, lawful use of College facilities, or the right of lawful entry or exit from the physical facilities of the College to any other student, school official, employee, or invited guest. All students on the College premises or in any building or College facility shall not impede through the use of threat, restraint, abduction, coercion, intimidation, force, or violation any staff or faculty in the lawful performance of official duties, nor any student in the lawful pursuit of educational activities. No student shall willfully refuse or fail to leave the property of or any building or other facility used by the College upon being requested to do so by the President or his designee if such student is committing, threatens to commit, or incites others to commit any act that would disrupt, impair, interfere with, or obstruct the lawful missions, processes, procedures, or functions of the institution.
- All students are expected to observe College regulations regarding artists, lecturers, films, videotapes, and entertainment media.
- All students are expected to refrain from any violation of federal, state, and municipal laws and from any other conduct not included above that adversely affects the function of the College and the pursuit of its educational purposes and objectives.
- All students are expected to refrain from theft, alteration, destruction, illegal utilization, unauthorized entry into, plagiarism, and otherwise misuse of computer software or hardware.

All students should familiarize themselves with and be responsible for all information contained in the Student Handbook as authorized by the Trustees of the Consortium of State Colleges in Colorado. This handbook is available in the Office of Student Affairs, Richardson Hall, Room 234; or on the ASC Web site: (<http://www2.adams.edu/pubs/media/studenthandbook200708.pdf>)

Notification of Rights under FERPA

ASC FERPA Web site: <http://www2.adams.edu/records/ferpa/ferpa.php>

The Family Educational Rights and Privacy Act of 1974 (FERPA) or Buckley Amendment as it is often called, affords students certain rights with respect to their education records. These rights include:

- The right to inspect and review the student's education records within 45 days of the day the College receives a request for access. Students should submit to the Registrar, written requests that identify the record(s) they wish to inspect. The Registrar will arrange for access and notify the student of the time and place where the records may be inspected.

- The right to request the amendment of the student's education records that the student believes is inaccurate. Students may ask the College to amend a record that they believe is inaccurate. They should write the Registrar, clearly identify the part of the record they want changed, and specify why it is inaccurate. If the College decides not to amend the record as requested by the student, the College will notify the student of the decision and advise the student of his or her right to a hearing regarding the request for amendment. Additional information regarding the hearing procedures will be provided to the student when notified of the right to a hearing.
- The right to consent to disclosures of personally identifiable information contained in the student's education records, except to the extent that FERPA authorizes disclosure without consent.
- One exception, which permits disclosure without consent, is disclosure to school officials with legitimate educational interests. A school official is a person employed by the College in an administrative, supervisory, academic or research, or support staff position (including law enforcement unit personnel and health staff); a person or company with whom the College has contracted (such as an attorney, auditor, or collection agent); a person serving on the Board of Trustees; or a student serving on an official committee, such as a disciplinary or grievance committee, or assisting another school official in performing his or her tasks.
- A school official has a legitimate educational interest if the official needs to review an education record in order to fulfill his or her professional responsibility.
- The right to file a complaint with the U.S. Department of Education concerning alleged failures by Adams State College to comply with the requirements of FERPA.

The name and address of the Office that administers FERPA is:

Family Policy Compliance Office
 U.S. Department of Education
 400 Maryland Avenue, SW
 Washington, DC 20202-4605

Adams State College considers the following to be directory information:

- | | |
|---|--|
| • Name | • Enrollment status (full-time, half-time, etc.) |
| • E-mail address | Note: the actual number of credit hours is not directory information |
| • Phone number(s) | • Degrees received |
| • Address | • Weight and height of members of athletic teams |
| • Classification (i.e., freshman, junior, etc.) | • Honors and awards received |

- Major field of study
- Date of attendance
- Degrees pursued
- Date of birth
- Last school attended
- Past and present participation in officially recognized sports activities

Directory Information can NEVER include:

- Social security number
- Student ID number
- Race
- Ethnicity
- Nationality
- Gender

A student may request non-release of directory information. You may find a downloadable version of our Restriction of Release of Information form here: <http://www2.adams.edu/records/forms/forms.php>. Complete the form, sign, and have it notarized before submitting it to the Office of Records for processing.

Course Evaluation

At the end of semester you will be asked to complete an evaluation specifically for this course. This evaluation will be reported anonymously. Your comments and recommendations will be seriously considered as the course is updated. Your input throughout the semester contributes to my commitment to continually improve the quality and relevance of this course.

Getting Started

To get started in this course, click on Learning Modules and Choose Module 1.