BUS 103 – INTRODUCTION TO BUSINESS

SYLLABUS

Instructor: Dr. Randall Newell, CPA
E-mail: rbnewell@adams.edu
Phone: 813-352-9175
Address: 2803 Gulf to Bay Blvd. #220
Clearwater, FL 33759

COURSE DELIVERY:

Print-Based Correspondence Course

CREDIT HOURS:

Three Semester Hours

PREREQUISITES:

None

COURSE TIME LIMITS:

The minimum course completion time for Introduction to Business is 8 weeks from the date of enrollment. All correspondence courses have a maximum course completion deadline of one year from the date of registration.

COURSE MATERIALS:

Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to exstudies.adams.edu and click on the "Bookstore" link. Select "DISTLEARN" from the department menu. (http://adams.edu/students/sub/bookstore/)

Use Section Number: 940 to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore at 719-587-7981, email at asubookstore@adams.edu or by mail to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.

Required Textbook:

BUS 103 – INTRODUCTION TO BUSINESS

CATALOG DESCRIPTION:

This course is an overview course in 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.

STUDENT LEARNING OUTCOMES:

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

- Demonstrate an understanding of the basic features of the business world in a modern capitalist economy and appreciate the impact of the business world upon our daily lives. This includes applying marketing, management, accounting and finance frameworks to individual enterprises.
- Describe and evaluate marketing activities such as new product development, promotion, distribution, and pricing.
- Describe and evaluate management processes for planning organizing, and controlling business activities.
- Demonstrate awareness of ethical principles, personal and company values, and socially responsible management practices.
- Apply leadership and organization principles to the formation and implementation of business strategies.
- Use the principles of strategic management to make recommendations to an organization’s management.
- Demonstrate awareness of the role information technology in the business world.
- Demonstrate an awareness of world geography and international business issues.
- 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.

COURSE REQUIREMENTS:

Three exams will be given. Each exam is worth one-third of your final grade.

Syllabus Assignment:

To encourage the reading of the syllabus, Exam I will ask a question regarding the contents of the syllabus.
BUS 103 – INTRODUCTION TO BUSINESS

GRADE DISTRIBUTION AND SCALE:

In alignment with ASU academic policies, no D may apply to a major or minor field.

Grade Distribution:

<table>
<thead>
<tr>
<th>Proctored Exam I (Ch 1-6)</th>
<th>1/3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proctored Exam II (Ch 7-11)</td>
<td>1/3</td>
</tr>
<tr>
<td>Proctored Exam III (Ch 12-16)</td>
<td>1/3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Grade Scale:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>80-89%</td>
<td>B</td>
</tr>
<tr>
<td>70-79%</td>
<td>C</td>
</tr>
<tr>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>59% and below</td>
<td>F</td>
</tr>
</tbody>
</table>

ADA STATEMENT:

Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at odsd@adams.edu, or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone. The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.

ACADEMIC INTEGRITY:

In accordance with Academic Policy 100-03-01, Adams State University, to preserve academic integrity, does not tolerate academic dishonesty (misconduct). Every student is required to practice and adhere to the principle of ACADEMIC INTEGRITY while undertaking studies at Adams State University. Students and faculty at Adams State University value academic honesty as a virtue essential to the academic process. Cheating, plagiarism, unauthorized possession or disposition of academic materials, or the falsification or fabrication of one’s academic work will not be tolerated.

Any offense may result in a zero for the exam, lesson, or exercise in question and may result in failure of the course. Please refer to the ASU Extended Studies Academic Integrity website for more information including the student handbook: Academic Integrity at Adams State University.
BUS 103 – INTRODUCTION TO BUSINESS

EXAMINATIONS:

Please refer to the Guidelines for Proctored Exams and submit your Exam Request Form three weeks BEFORE you plan to take the exam.