

BUS 103 – INTRODUCTION TO BUSINESS

Course Syllabus

Syllabus Objective

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

It is the instructor's hope too that it will motivate and inspire participants in the class as they look forward to (or continue) a career in the exciting world of business.

Getting Help

To receive technical assistance on issues related to Blackboard contact:

*Academic Instructional Technology Help Desk
Monday-Friday 8:00 a.m. - 5:00 p.m. Mountain Time
719.587.7371
asaitc@adams.edu*

To receive technical assistance on issues related to Blackboard Collaborate, 24 hours a day 7 days a week, call: 1(877)382-2293.

Welcome

Welcome to Introduction to Business! This is truly an introductory class and we'll discuss all aspects of business from world trade to local farmers markets, how to start a business, hire and motivate workers, laws, ethics, marketing, and the definition and use of money. So many things to learn and discuss. I hope you enjoy it all.

I applaud you for taking this class and hope that you are pursuing a degree. It will truly change your life, and I love it that you have chosen Adams State University's online program.

Introduction

My name is Dr. Michael Tomlin and I am a Professor of Management in the School of Business at Colorado's Adams State University. I have also served as Associate Dean of the Central Wyoming College campus in Jackson Hole, Director of George Fox University's MBA Program located in Boise, Idaho, and 13 years on the graduate faculty at the University of Idaho, preparing leaders and improving organizations.

I have also worked in business, was one of the founders of the Rocky Mountain Leadership Network. I own my own business – www.michaeltomlin.me, consult in leadership,



BUS 103 – INTRODUCTION TO BUSINESS

critical thinking, and strategic communications, and served as a consulting trainer in Idaho's Certified Public Manager Program for state leaders. I have authored over 150 publications and for five years wrote a weekly syndicated newspaper column. I also wrote for the *Idaho Business Review*. My newest book on Leadership will be published in Spring, 2017.

My keynote speaking and teaching engagements have taken me across the United States, to London, England, and Taiwan. Additionally I taught graduate seminars on leadership and organizational theory on the *Viking Serenade*, of the Royal Caribbean Cruise Lines.

I hold a Doctorate from the University of Wyoming; a Master of Adult Education Degree from Oklahoma Central State University; and a Bachelor of Science Degree from Southern Nazarene University. I live in Colorado and Idaho with my wife Sue and our Golden Retriever, Libby.

Instructor Information

Instructor: Dr. Michael E. Tomlin
Email: miketomlin@adams.edu*

*Please use this email for emergencies only. I much prefer that you use the message board in Blackboard. Thank you.

Phone: 208-871-3617

Virtual Office Hours: T & Th @ 2:30 – 3:30 pm, or by e-appointment.

Course Delivery

Online, Semester-based

Credit Hours

3 Semester Hours

Course Prerequisites

None

Course Time Limits

All Semester-based courses follow a 16 week calendar as detailed in the Course Schedule.

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

BUS 103 – INTRODUCTION TO BUSINESS

and click on the "Bookstore" link. Select the campus "Extended Studies".
(www.bkstr.com/adamsstatestore/home)

Use **Section Number: 1809** 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 by phone at 719-587-7912, email at asubookstore@adams.edu, or by mail to Adams State University Bookstore, 1603 1st Street, Alamosa, CO 81101.

Required Textbook:

Ferrell, O.C., Hirt, Geoffrey, and Ferrell, Linda. *Business: A Changing World (10th edition)*. McGraw-Hill. ISBN: 978-1-259-17939-6

Required Additional Fee for Each Proctored Exam:

- Up to 1 hour: **\$ 16.00**
- **Every** additional hour after: **\$7.00** per student per examination.
- In this course, **the Final Exam** is proctored online.

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.

Student Learning Outcomes

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

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.

BUS 103 – INTRODUCTION TO BUSINESS

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.

Course Requirements

Syllabus Quiz

Your first task after carefully reading this expertly crafted (smile) syllabus is to demonstrate your understanding of it by taking a 20 question quiz. Upon successful completion of the quiz please proceed to Module 1, Chapter One, and your semester is underway!

Academic Integrity Quiz

You are required to **read and accept the Adams State Academic Integrity Policy**. While it is not graded, it must be completed by the end of Module 1. It is listed under Module 1 under the heading "Accept Academic Integrity Statement."

Discussion Forums

While this class is wholly online that does not mean we do not participate as if we were in a classroom together. Much of the strength of the class is our common discussions, and unlike a regular classroom discussion is not dominated by just a few, nor by me the instructor. We all participate and that helps us learn throughout the semester. There are three discussion forums, two graded and one non-graded as shown below:

- a. Introduction Forum – Here we get to know each other. I have provided my bio here in the syllabus, so I ask that each of you introduce yourself briefly in this forum, and say hello and respond to at least two other classmates. This will help us know each other and will familiarize you with some of the online functions of the class. (15 points)
- b. Student Questions Forum – This forum allows you to post questions about the class, assignments, etc. I keep a sharp eye on this forum and will have answers back to you quickly. As stated earlier in this syllabus please use this forum for questions rather than sending an email message to me. (Non-graded)
- c. Chapter Discussion Forum – This forum is the main vehicle by which the class is taught. Each week you will read the assigned chapter in the text and then respond to questions and/or scenarios in this forum. You will be responsible each week for creating an initial post responding to the discussion question(s) and then additional posts responding to one or more of your classmates. I will respond to these as well and provide clarification and mini-lessons as we go. I will expect you to post on this forum in a thoughtful manner, use good grammar, (these are not text messages) and respect your classmates comments and opinions. (15 points X 14 weeks = 210 points)

BUS 103 – INTRODUCTION TO BUSINESS

Textbook Chapter Reading and Discussion

There is a chapter from the text assigned for all but two weeks of this course. Chapters 14 and 16 will not be covered. Students are expected to read all assigned chapters to be prepared for the online discussions. Our online discussions will be guided by the chapter, accompanying PowerPoint slides that I have prepared for you, and any current event issues that I include in the Modules. Grading for the discussions are shown above. In addition to the textbook and other stated assignments, all students are expected to regularly review common business websites, in particular *The Wall Street Journal*, *Fox Business News*, *Forbes*, *Fortune*, *Bloomberg Business Week*, *CNN Money*, and *MarketWatch*. This reading, while not directly graded will immerse you into the world of business and strengthen your discussion posts and responses – which are graded.

Reflection Paper

A “Reflection” paper will be written and submitted at the end of each section (or Part) of the book, for Parts 1-5, covering Chapters 1-13. As seen in the text, some Parts cover 2 chapters and some cover 3. In the end pages of each chapter is a boxed area that asks a question, such as at the end of Chapter 1 (P. 26) – “So You Want a Job in the Business World?” For your Reflection Paper, select one chapter in each of the five units that most interests you and write a full two-page paper on the topic question asked. (20 points each X 5 = 100 points) Please submit as follows:

- a. All written assignments, **except discussions**, will be submitted through the appropriate assignment link in each learning module.
- b. The assignment is to be completed in a word processing program. If you have Microsoft Word, please send assignments as .docx. If you do not have Word, save as an .rtf (Rich Text Format)
- c. The assignment should be two double-spaced pages, not including a cover page.
- d. Assignments are to be submitted by 5:00 p.m MDT/MST on Friday of the last week of each multi-chapter section for each of the five papers/book sections.

Midterm Exam

A midterm exam will be given following completion of Chapter 8. You will have one hour to complete this exam. (100 points)

Proctored Final Exam

A final exam will be given at the end of the semester. It is a proctored exam that will cover the entire semester. You will have two hours to complete this exam. (150 points)

Online Proctored Exams:

You will take ONE exam remotely, proctored by a service called Examity®. Detailed instructions on how to use Examity® are on the Syllabus and Information Page of this course. Please read the directions carefully and log in to Examity® as soon as possible to set up your profile. You should do this a minimum of one week before you plan to take your first Examity® online proctored exam.

BUS 103 – INTRODUCTION TO BUSINESS

To use Examity®, you will need to make sure you meet the following technical requirements:

- You must take your exam on a computer with a webcam and a microphone (both built-in and external are fine). You can test your webcam at www.testmycam.com.
- You must take your exam from a location with sufficient internet speed: at least 3 MPS upload and download speed. You can test your internet speed at <http://www.speedtest.net>.

IMPORTANT: There is an **additional fee to students** associated with taking an online proctored exam. See the Course Materials section of this syllabus or the Online Proctored Exams tab on the Syllabus and Information page for information on costs and how you can pay for your exam.

If you have any questions or concerns while setting up your account, registering or taking an online proctored exam, you can contact Examity's technical support team 24/7 via email at support@examity.com, phone at (855)-392-6489, or via live chat from the Examity® dashboard.

In this course, the Final Exam will be proctored online.

Instructor Response Time

It is always my goal to grade discussion within one calendar day following the due date, and written assignments within two calendar days. But I promise to have them graded within three calendar days. Should unplanned circumstances require a longer period I will post a course Announcement.

Instructor Grading Policy

I will accept late written assignments up until the final day of the course unless other arrangements have been made in advance. Late assignments will cause point deductions of 5 points per week. Late discussions will not be graded and will not earn points.

I am often asked about “extra credit.” I simply do not believe in it. To be fair all students must have equal access to all learning assignments and points to be applied to their grade. That said, the best way to do well in this class is simply to keep up with your reading and discussion posts. We are in the School of Business so do not leave “money on the table” with an assignment. Some points are always better than no points. But this is college and I expect you all to do well.

All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in 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:

Learning Activity	Points
Introduction Forum	15 points
Chapter Discussion Forum	15 points X 14 = 210 points
Unit Reflection Papers	20 points X 5 = 100 points
Midterm Examination	100 points
Proctored Final Examination	150 points
Total Points Possible	575 points

Grade Scale:

90 – 100%	515 – 575 points	A
80 – 89.9%	458 – 514 points	B
70 – 79.9%	400 – 457 points	C
60 – 69.9%	343 – 399 points	D
0 – 59%	Less than 342 points	F

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.

BUS 103 – INTRODUCTION TO BUSINESS

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](#).

You are required to **read and accept the Adams State Academic Integrity Policy**. While it is not graded, it must be completed by the end of Module 1. It is listed under Module 1 under the heading "Accept Academic Integrity Statement."

All written work is subject to plagiarism detection software review.

Student Identity Verification

Adams State University utilizes a variety of methods to verify the identity of students enrolled in courses, including but not limited to: secure logins and pass codes, proctored exams, security questions, and other technologies and practices that are effective in verifying student identity. Some of these methods may incur an extra cost to students; associated costs will be outlined in the course syllabus, other University documents, and on the University website. Adams State University reserves the right to request additional government-issued documentation of identity from students for the purpose of ensuring that the person enrolled in the course is the person completing assignments, exams, and all other course requirements. Any student engaged in incidents of student identity fraud may face reprimand, disciplinary warning, a lowered or failing grade(s), and/or probation, or suspension from the course, academic program or University, or expulsion from the University.

Technical Skills

To be successful in this course, students are expected to be able to:

- Navigate the World Wide Web and efficiently use a web browser such as Firefox
- Have a basic understanding of their computer operating system
- Use Adobe Reader to view and download .pdf documents
- Communicate via e-mail and attach files
- Play audio/video files
- Use a word processor such as Microsoft Office to create documents
- Use Blackboard tools which may include Collaborate
- Download and open PowerPoint presentations

Technical Requirements

A complete overview of the technical requirements and software for this course can be found [here](#). Blackboard tutorials are available in the Student Support Module, located in

BUS 103 – INTRODUCTION TO BUSINESS

the Syllabus and Information section of this course. Information for receiving technical assistance is also included. Keep in mind that in order for Blackboard to function properly, you must allow pop-ups for the site (online.adams.edu) and have Java properly installed on your computer. For more information on these and other technical requirements, see the videos in the Student Support Module in the above mentioned location.

Netiquette

Netiquette is the set of guidelines for communicating online in a professional and civilized manner. Students are expected to be courteous by demonstrating netiquette when communicating with their peers and instructor in this course.

- Be careful with the use of sarcasm and irony, as these can be easy to misinterpret.
- Do not post excessively or monopolize the conversation.
- Consider using a text editor such as Notepad to organize your thoughts before you post a reply.
- Do not type in all capital letters, as this can be considered shouting.
- Avoid the use of emoticons, abbreviations and informal language.

Accessing Library Resources

Students enrolled in this course can utilize the [Adams State Nielsen Library](#) from on and off campus by selecting the Nielsen Library link in the Syllabus and Information tab of the Course Menu. You will be asked to enter in your username and password. Use the same login information that you use to access Blackboard and all other Adams State information. This will bring you to a page that will provide you with login information for the different databases to which Adams State subscribes. With the login information in hand, go to <http://www.adams.edu/library/resources/database.php>

Adams State Resources

Adams State provides several resources to assist you and make your online learning experience a positive one. A listing of resources is available on the One Stop Student Services page on the Adams State Website (<http://www.adams.edu>). Some of the highlights are:

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

[Computing Services](#) - Technical assistance.

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

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

BUS 103 – INTRODUCTION TO BUSINESS

[The Paw Print](#)- Adams State Student Newspaper.

Institutional Policies

All students are responsible for adhering to the expectations, policies, and procedures outlined in the [Student Handbook](#).

For Institutional policies on items such as The Americans with Disabilities Act, Academic Integrity, Student Rights and Responsibilities and The Family Educational Rights and Privacy Act of 1974 (FERPA); please see the [Student Handbook](#).

Extended Studies Policies and Procedures

To view the Extended Studies Policies and Procedures go to, https://bannerweb.adams.edu/perl/Online_SG_General_Instructions.pdf

Course Evaluation

At the end of the course 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 course contributes to my commitment to continually improve the quality and relevance of this course.

Getting Started

Refer to the information contained in this syllabus anytime you have a question regarding the basic course information.

1. Review the Student Support Module contained in the Syllabus and Information section.
2. Proceed to Module 1.