

## Introduction to Business

COURSE CODE: BUS1011

### COURSE DESCRIPTION

This course surveys the dynamic environment in which businesses operate today. Students learn about economic concepts, business organization, forms of ownership, management, marketing, and managing financial resources. Actual business cases are used to explore the impact that managerial roles, market trends, legal standards, technological change, natural resources, global competition, and the active involvement of government has on businesses. The relationship between social responsibility and profits in our free enterprise system is explored. Credits: 3

### COMMUNICATION:

Please use your email in Canvas to contact me throughout this course. I will respond to you within 12 hours of your email. Communication is a graded aspect of the course.

**TEXTBOOK:** **Textbook:** Ebert, R. J., & Griffin, R. W. (2017). Business Essentials (11th ed.). Upper Saddle River, NJ: Pearson Education, Inc. **(Required Purchase)**

**Other Materials:** Notebook or other appropriate device for taking class notes. The Professor will make relevant handouts available as necessary

### COURSE REQUIREMENTS:

Students will need the ability to access our online course content through a browser running on a desktop or laptop computer. Mobile phones and tablets may not be adequate or appropriate for some aspects of the course materials. All popular browsers are supported, but we recommend Chrome or Firefox if available. A web cam is highly recommended.

A productivity suite such as Microsoft Office, Microsoft Office 365, Google G-Suite, or Open Office is recommended or may be required for Landmark College Online courses. If students will be accessing courses from school networks, it is important to note that some required materials are hosted on public sites including YouTube and Vimeo. If your school employees content filtering systems which block access to such sites, students may have issues completing their assignments.

### COURSE EXPECTATIONS

Reading at a college-level is the primary means of information gathering. Effective and efficient reading form the basis for college-level writing, research, and discussion. Students will be expected to read deeply to enable them to understand, discuss, and apply the information to a variety of academic tasks. Working with college-level reading requires determining the meaning of unfamiliar vocabulary, using main ideas and supporting details to support content literacy, and varying the use of critical reading techniques to logically comprehend concepts.

Writing at a college-level supports comprehension of content and enhances critical thinking. Students will be expected to engage in academic writing that demonstrates an understanding of content knowledge, a clear purpose, and organization flow. Attention to spelling, punctuation, and grammar are expectations for written assignments.

Communication is integral to success in an online college-level course. Students are expected to fully access all instructor-initiated communications, ask questions if clarification is needed, and follow-up on any actions assigned. Communication will be primarily in written modes but may include oral communication through videos and conferences.

Self-management is a core component of online learning. A key expectation is that students will adhere to established due dates and assignment guidelines for the course learning activities. All assignments, tests, and quizzes are to be submitted on the date indicated for full point consideration. Any work submitted after that time will receive partial point value as per the course guidelines.

### ADDITIONAL EXPECTATIONS

See Addendum A: Course Guidelines document for a comprehensive overview of Landmark College course expectations.

### COURSE FORMAT

This college course is designed to offer you the opportunity to learn in an online format. All assignments, etc. will occur online through this course website. Working with your Liaison, your class time will be used to complete the work for this course, get extra help, work with peers and perform your presentations. Overall, this course will require a great deal of independence and self-motivation to complete successfully with the goal of preparing you for the next step in your education.

In order to integrate online educational experiences and knowledge, Introduction to Business has been designed to incorporate synchronous and asynchronous learning opportunities. Students will engage with the instructor through regular feedback on assignments, periodic conferences/work sessions, and email communications. All are integral to the learning opportunities embedded in the course.

### COURSE OBJECTIVES & GOALS

Students who successfully complete this course will:

1. Describe how the U.S. business system is organized.
2. Apply the concepts and terminology necessary for understanding economic activity in the U.S. and compare it with other societies.
3. Explain organizational structures and processes as they apply to the management and production of goods and services.
4. Utilize ethical considerations in business decisions as well as employer/employee relationships including such topics as diversity, age discrimination, and harassment.
5. Recognize marketing principles and consumer behavior as it applies to pricing, distributing, and promoting products.
6. Explain the appropriate and ethical use of information in the business environment.
7. Describe the characteristics of the U.S. financial system and the role of banking in business

### COURSE GRADING

#### Assessment

• <b>Participation</b>	20%
Based on your attendance, engagement through class discussions, and timely completion of classwork.	
• <b>Class Discussions</b>	25%
Based on your completion of the discussions in the course.	
• <b>Quizzes</b>	25%
• <b>Writing Assignments</b>	
• <b>Case Studies</b>	10%
• <b>Presentations</b>	10%
Based on your research and class presentations.	
Total	100%

## EXPLANATION OF COURSE ASSESSMENTS AND GRADING CRITERIA

- All assignments must be completed and submitted on time in order to receive full credit. Assignments submitted after the due date do not allow for quick feedback and are therefore worth less in the learning process.
- For each assignment, there will be a cut-off date after which no credit may be earned for late work.
- Discussions consist of an initial discussion post to the topic or prompt and a response to at least one other student.
- Active Reading is a fundamental learning strategy. When completing assigned reading, you will be asked to identify key terms and concepts, practice paraphrasing and summarizing information, relate the content to personal experiences, create examples, and identify your questions.
- Extensions: Requests for deadline extensions should be made *2 class days in advance of the due date* in order to be considered for approval.

## Landmark College Grading Scale

Letter Grade	GPA Equivalency	Grade Scale	Definition (credit courses only)
A	4.0	93-100	Excellent; distinguished achievement in all phases of the course
A-	3.7	90-92	
B+	3.3	87-89	Very good; high level of achievement in some phases of the course
B	3.0	83-86	
B-	2.7	80-82	
C+	2.3	77-79	Fair; basic understanding of subject has been demonstrated
C	2.0	73-76	
C-	1.7	70-72	
D+	1.3	67-69	Poor; minimal performance
D	1.0	63-66	
D-	0.7	60-62	Passing
F	0.0	0-59	Failure

## WORK COMPLETION

Extensions: Requests for deadline extensions should be made *2 class days in advance of the due date* in order to be considered for approval.

## COURSE TOPICS & SCHEDULE

- Unit 1: Contemporary Business
- Unit 2: Managing Business Overview
- Unit 3: Marketing
- Unit 4: Operations
- Unit 5: Managing People
- Unit 6: Business and Finance

Week	Days	Assignments
<b>Online Orientation</b>		
<b>1</b>		Reading assignment: Read the Syllabus. Assignment and Activities: <ul style="list-style-type: none"> <li>• YouTube/SPARK account creation</li> <li>• Orientation Discussion Board: Winter Break Fun</li> <li>• Online Assignment: Writing submission (Hopes)</li> </ul>

<b>Unit 1: Contemporary Business</b>	
<b>2</b>	Read Chapter 1 ((pages 7-10)) Discussion Post Quiz on Terminology Assignment: Identifying businesses 1:1 Video Conference
<b>3</b>	Read Chapter 1 (pages 11-15) Discussion post Quiz on Terminology Assignment: Economics Mini-Project: Factors of Production
<b>4</b>	Read Chapter 1 (Pages 16-27) Discussion post Assignment: Supply and Demand Case Study: Red Hot Coffee Pot Terminology Exam Chapter 1
<b>Unit 2: Managing Business Overview</b>	
<b>5</b>	Read Chapter 5 Complete Quiz Discussion posting Assignment
<b>6</b>	Read Chapter 4 Assignment Discussion posting Final Project Milestone Part 1
<b>Unit 3: Marketing</b>	
<b>7</b>	Read Chapter 11 Pages 346-351 Complete Quiz on Terminology Post Discussion <b>Spring Break - March 13<sup>th</sup> to March 23<sup>rd</sup></b>
<b>8</b>	Read Chapter 11 Pages 357-359 and 363-36 Complete Case Study Post Discussion
<b>Unit 4: Operations</b>	
<b>9</b>	Read Chapter 2- pages 40-45; 46-55 and 60-63 Watch Videos Complete mini-project: To Lie or Not to Lie: That is the question Post Discussion
<b>10</b>	Read Chapter 7 pages 206-211; 225-23 Complete Case Study: Dessert is always a great idea Post Discussion
<b>Unit 5: Managing People</b>	
<b>11</b>	Read Chapter 6 pages 176-178, and 183-191 Watch video clips Complete Assignment on Organizational Chart

	<p>Post Discussion</p> <p>Complete Final Project Milestone 2</p>
<b>12</b>	<p>Watch Video Clips</p> <p>Read Chapter 8 pages 246-254 and 263-267 and Chapter 9 pages 280-281</p> <p>Post TWO Discussions</p> <p>Complete Assignment on Motivation and Personality</p> <p>Complete Assignment on Leadership</p> <p>Complete Case Study: A Living Wage</p> <p>Complete Test (Case Study)</p>
<b>13</b>	<p>Watch Video Clips</p> <p>Read Chapter 9 pages 285-287</p> <p>Assignment on What makes a good company/Great Employers</p> <p>Complete Case Study: Finding the Work/Life Balance</p> <p>Complete Final Project Milestone 3</p>
<b>14</b>	<p>Watch Video Clips</p> <p>Read Chapter 10 pages 310-328 and Chapter 15 pages 480-484</p> <p>Complete Final Project by Saturday 7 December at 10PM</p>
<b>Unit 6: Business &amp; Finance</b>	
<b>14</b>	<p>Catch up on any missing work. ALL WORK must be submitted by Wednesday 12/11 at 10PM. No work will be accepted after that date and time. All missing work after 12/11 at 10PM will convert to a permanent zero.</p> <p>Complete Discussion Board and two peer responses by Wednesday 12/11 at 10PM.</p>

# Addendum A

## Course Policies

### TECHNOLOGY AND SYSTEM REQUIREMENTS

Students will need the ability to access our online course content through a browser running on a desktop or laptop computer. Mobile phones and tablets may not be adequate or appropriate for some aspects of the course materials. All popular browsers are supported, but we recommend Chrome or Firefox if available. A web cam is highly recommended.

A productivity suite such as Microsoft Office, Microsoft Office 365, Google G-Suite, or Open Office is recommended or may be required for Landmark College Online courses.

If students are accessing courses from school networks, it is important to note that some required materials are hosted on public sites including YouTube and Vimeo.

Consider adding a text to speech option such as Speak It and a dictionary option such as Google Dictionary if needed.

### CLASSROOM BEHAVIOR EXPECTATIONS

"All students and staff of Landmark College are members of a unique educational community; whose goal is to enable each student to tap his or her full potential for success. Such a challenging goal requires tremendous individual effort on the part of each student and cooperative effort on the part of each member of the Landmark community. The guiding principles of the Landmark community include hard work, respect for others and oneself, honesty, personal accountability, and careful organization of time and materials."

More information on the Student Code of Conduct can be found on page 3 of the [Student Handbook](#).

### COMMUNICATION

Ongoing and timely communication is critical in a collaborative online learning environment. Therefore, in keeping with accepted standards of professionalism, responses to communications, originating from students or the instructor will take place within 24 hours (or by the end of the next business day in the case of weekend communication). In some cases, communications will be sent that require a response within 24 hours. Communication is a graded aspect of the course.

### DISCUSSION EXPECTATIONS

#### Ground Rules for Online Discussions

1. **Participate:** Students must contribute to the conversations. Providing insightful commentary in the online discussions is a graded requirement for passing the course.
2. **Use Proper Writing Style:** A virtual classroom is a professional environment. Correct spelling, grammar, and style are expected in all scholarship and academic writing.
3. **Respect Diversity:** Derogatory and sarcastic comments and jokes that marginalize anyone are unacceptable. Offensive language—or language that could be construed as offensive—should be avoided and defused.
4. **No Flaming:** Criticism must be constructive, well-meaning, and well-articulated. Rants directed at any contributor are unacceptable. Profanity is unacceptable in any situation.

### HOMEWORK POLICY

Assignments are directly correlated to the learning taking place at the time. In addition, the course goals and objectives include a focus on maintaining an effective organization system to manage course materials, support assignment completion, and enhance participation in course discussions, quizzes, and tests. Therefore, established due dates will be strictly adhered to throughout the semester. If you find yourself challenged with an assignment, contact your instructor to discuss an Action Plan.

## OFFICE HOURS

Office hours will be scheduled by your course instructor and available in the syllabus. Times may vary as we seek to address schedules that vary across schools and states. Office Hours will be held via Conferences in the Canvas course website.

## College Policies

### STANDARDS OF CONDUCT

All students and staff of Landmark College are members of a unique educational community, whose goal is to enable each student to tap his or her full potential for success. Such a challenging goal requires tremendous individual effort on the part of each student and cooperative effort on the part of each member of the Landmark community. The guiding principles of the Landmark community include hard work, respect for others and oneself, honesty, personal accountability, and careful organization of time and materials. The following standards of conduct are examples and general expectations for all student members of the Landmark College community:

1. Honesty: Students will exhibit honesty in academic endeavors and in all aspects of campus life.
2. Safety: Students will make a commitment to contribute to a safe, clean, congenial, and productive living & learning environment.
3. Understanding: Students will make a commitment to understand their own strengths and challenges, and to work towards academic and personal growth.
4. Respect for Others: Students will show respect for the feelings, time, efforts, and physical well-being of others, and for their capacity for growth.
5. Respect for Property: Students will show respect for the property and materials of Landmark College as well as the personal property of all members of the Landmark community.
6. Respect for Community: Students will respect the rules and regulations of Landmark College and its governing bodies, and the laws of the State of Vermont and of the United States.

### ACADEMIC HONESTY AND PLAGIARISM POLICY

“As an academic community, Landmark strives to instill and foster intellectual honesty and integrity. Effective evaluation of student work can occur only in an environment in which intellectual honesty is respected. Academic dishonesty is a clear violation of academic integrity and academic responsibility.”

Academic integrity and responsibility are important in the classroom. Academic dishonesty may include, but is not limited to, plagiarism (of references or other students), failing to appropriately cite sources or figures, or submitting work completed by another person.

See more at: <http://catalog.landmark.edu/content.php?catoid=9&navoid=186#academic-dishonesty-and-plagiarism>

### ACCOMMODATIONS POLICY

Given the nature of Landmark Colleges' approach to teaching, students may find that many of the disability related academic accommodations which might be customary at traditional institutions of higher education may not be needed with a Landmark College online course.

However, if you feel that you may need individual academic accommodations, the College has policies and procedures in place to evaluate requests and ensure access. To view policies and procedures for requesting academic accommodations at Landmark College please visit: <https://www.landmark.edu/student-life/our-community/request-for-accommodations>