Introduction to Business Course Syllabus

COURSE TITLE  
Introduction to Business

COURSE NUMBER  
GEB 1011

PREREQUISITES  
None

CREDIT HOURS  
3.0

CONTACT HOURS  
45

CLASS MEETING TIMES  
At students leisure

CLASS METHOD  
Online

You may access the course on the first day of class at: http://online.fkcc.edu. If you have difficulty in logging in to the course or you do not see the course listed, contact the Office of Distance Learning helpline at 305-809-3177 for assistance.

INSTRUCTORS  
John Henderson  
John.Henderson@fkcc.edu  
Phone: 843-902-3480

OFFICE HOURS  
Summer classes office hours are via phone conferences.

COURSE DESCRIPTION  
The role and function of business enterprise within our economic framework. Includes organization, finance, marketing, personnel administration, production and economics. Designed primarily to help students select their field of business specialization.

COURSE OBJECTIVES  
1. Describe basic environments (legal, social, economic) in which a business operates.  
2. Explain basic concepts of management and recognize problems faced in operating a business enterprise.  
3. Describe basic concepts related to the marketing of goods and services.  
4. Provide basic information with respect to money and banking, financial management, stock and bond markets, and risks involved in business.  
5. Explain basic elements of accounting, computers, and business law with emphasis on the role these play in business.  
6. Describe the changing factors that could influence business in the future, and relate how these factors could affect their careers.

REQUIRED TEXTBOOK  
Business Essentials, Ninth Edition

PUBLISHER  
Pearson Publishing

AUTHORS  
Ebert, Ronald & Griffin, Ricky

ISBN  
0-13-266402-X
# Proposed Course Schedule

Please note: The course schedule is subject to change to meet the needs of the course and its students. It is YOUR responsibility to stay current.

<table>
<thead>
<tr>
<th>Date/Week</th>
<th>Chapters</th>
<th>Assignments</th>
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</table>
| Module 1: June 23-29 | Unit 1 The Contemporary Business World (Chapters 1 and 3) | *Read chapters 1 and 3  
* Participate in the Discussion  
* Do the assignment  
*Take quiz  
There is a slide show connected to each chapter under “content” |
| Module 2: June 30-July 6 | Unit 2 The Business of Managing (Chapters 5 and 6) | *Read chapters 5 and 6  
*Participate in the Discussion  
*Do the assignment  
*Take quiz  
There is a slide show connected to each chapter under “content” |
| Module 3: July 7-13 | Unit 3 People in Organizations (Chapters 8 and 9) | *Read chapters 8 and 9  
*Participate in the Discussion  
*Do the assignment  
*Take quiz  
There is a |
<table>
<thead>
<tr>
<th>Module</th>
<th>Unit</th>
<th>Instructions</th>
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</table>
| Module 4: July 14-20 | Unit 4 Principles in Marketing (Chapters 11-12) | *Read chapters 11 and 12  
*Participate in the Discussion  
*Do the assignment  
*Take quiz  
There is a slide show connected to each chapter under “content” |
| Module 5: July 21-27 | Unit 5 Managing Information (Chapters 13-14) | *Read chapters 13 and 14  
*Participate in the Discussion  
*Do the assignment  
*Take quiz  
There is a slide show to each chapter under “content” |
| Module 6: July 28-August 3 | Unit 6 Financial Issues (Chapters 15-16) | *Read chapters 15 and 16  
*Participate in the Discussion  
*Do the assignment  
*Take quiz  
There is a slide show |
Student Evaluation and Course Policies

<table>
<thead>
<tr>
<th>Approx. Weights</th>
<th>Student Grade Determination</th>
<th>FKCC Grading Scale</th>
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</thead>
<tbody>
<tr>
<td>50%</td>
<td>6 Quizzes @ 40 pts each</td>
<td>90-100%</td>
</tr>
<tr>
<td>25%</td>
<td>6 Assignments @ 10 pts each</td>
<td>80-89%</td>
</tr>
<tr>
<td>25%</td>
<td>6 Discussions @ 10 pts each</td>
<td>70-79%</td>
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<td></td>
<td>60-69%</td>
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<tr>
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<td>Below 60%</td>
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Weekly Responsibilities

1. **READING**- Students are expected to read the chapters being covered each week. I have also placed powerpoint presentations under content that may give you some guidance also.

2. **DISCUSSIONS**- Discussions begin on Monday and must be completed by Sunday at 11:30 PM. In your discussions you are expected to do the following:
   A) Write an ORIGINAL POST consisting of a minimum of 250 words on the given topic. Those students who write there post by Wednesday at 11:59 PM will receive more credit for being motivated and inspiring others to write a response.
   B) The post must be relevant to the topic. Do not get caught up in your example or experience and lose track of the objective or theory that is relevant.
   C) You must write a response to a fellow student and that must consist of a minimum of 100 words and must be completed by Sunday. I require a minimum of 100 words to make you think about your fellow students posts. They took time to think it out, you should add something to it than just “I agree” or “you nailed it”. Discussions are the trading of thoughts and ideas.
   D) Spelling and Grammar. I do expect you to have some basic knowledge of spelling and grammar considering this is college. I do understand if you are typing fast and get letters “reversed”.

3. **ASSIGNMENTS**- Assignments are posted under “ACTIVITIES” for each module under the “CONTENT” section.

4. **QUIZZES**- There is a quiz each week covering the two chapters we have covered for the week. Each consists of both True and False and Multiple Choice questions. They are closed book. You will have 60 minutes to take the quiz and they will have 40 questions.
Few students do well in this course if they are spending fewer than 10 hours studying every week. If you do not have a strong background in this subject, your study time will almost certainly need to be on the higher end of the scale if you want to earn a good grade.

**Attendance**

- I will monitor student attendance and participation during each module.
- An instructor may withdraw a student from courses for excessive absences. (30% missed classes). With this compacted course (6 weeks) if you do not participate for a week, you may be withdrawn.

**Academic Honesty & Plagiarism**

- Students are expected to respect and uphold the standards of honesty in submitting written work to instructors. Though occurring in many forms, plagiarism in essence involves the presentation of another person’s work as if it were the work of the presenter.
- Any cheating or plagiarism will result in disciplinary action to be determined by the instructor based on the severity and nature of the offense. It is the student’s responsibility to review the College’s policy on Academic Honesty.

**Special Needs**

- If you have any special needs or requirements pertaining to this course, please discuss them with the instructor early in the term.
- If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify the Office for Students with Disabilities at 305-809-3292 via email at: karla.malsheimer@fkcc.edu or the course instructor immediately.
- Reasonable efforts will be made to accommodate your special needs.

Students are expected to familiarize themselves with FKCC Policies,

JHenderson/Bus Dept/ john.henderson@online.fkcc.edu
