

GROVE_BUS-10-61_SPRING 2015 ☺

BUSINESS 10 - 271; Spring-2015 INTRODUCTION TO BUSINESS.....MR. GROVE.

COURSE DESCRIPTION: Business and its functions in an economic and social system. Emphasis on understanding relationships among business, government, and consumer.

ADVISORY: English Writing 100B and Reading 100 (or Language Arts 100), or English as a Second Language 172 and 173. Course homework and extra credit is done on the internet. Student needs computer access and skill as well as knowledge of e-mail, word, and other computer functions.

REQUIRED TEXT: Nickels, McHugh & McHugh UNDERSTANDING BUSINESS Ninth Edition, McGraw Hill.

EXPECTED OUTCOME: In this survey course the student will become conversant with Global Business, Business Ownership and Management; as well as Management of Human Resources, Customer Oriented Marketing, Information Systems and Management of Financial Resources.

EXPANDED OUTLINE: SESSION WEEK BEGINNING – CHAPTERS

Wk#1 4/6 4/8 Prolog and chapt #1 getting ready
Wk#2 4/13 4/15 Chapt #2 econ and & chapt #3 global mkts
Wk#3 4/20 4/22 Chapt #4 ethics & Chapt A law
Wk#4 4/27 4/29 Chapt 5 ownership forms Chapt 6, start a business
Wk#5 5/4 5/6 Chapt 17 and 18 accounting
Wk#6 5/11 5/13 Chap 7 mgt Chapt 8 today's mkts
Wk#7 5/18 5/20 Midterm (0-8 + A + 17,18) Chapt 9 Production
Wk#8 5/25 5/27 Memorial Day Holiday Chapt 10 motiv chapt 11 Hum Rel;
Wk#9 6/1 6/3 Chapt 13 marketing Chapt 14 developing products
Wk#10 6/8 6/10 Chapt 15 distribution Chapt 16 promotion
Wk#11 6/15 6/17 Chapt 19 sec markets ; Chapt 12 unions
Wk#12 6/22 6/24 Review; 3/24 Final Exam

SCHEDULE DETAILS: My website will have details of WEEKLY assignments:

(<http://faculty.deanza.edu/groverrichard/>) Homework assignments will be submitted by e-mail ONLY to 10bus271@att.net

METHODS OF EVALUATING THE OUTCOME: A combination of weekly quizzes, homework assignments, and one midterm and one comprehensive final exam on course material. Questions require essay type answers. Grades for the class will be approximately 50% based on midterm and final, and 50% based on required weekly quiz scores and required weekly homework which is assigned to be submitted by e-mail.

ATTENDANCE: Attendance will be recorded at each class session and is mandatory. More than two unexcused absences may be grounds for drop from the class. Material given in class will become part of the weekly quiz material. It is the student's responsibility to enroll and, if necessary, to drop this course by contracting the registrar's office.

OFFICE HOURS: As a general rule, I will stay after class to answer questions, or I will make appointments, or I may be reached at xxx-xxx-xxxxx, or by mail at: 10bus271@att.net

3/11/15