

# **INTRODUCTION TO BUSINESS SYLLABUS**

**COURSE TITLE:** Introduction to Business  
**COURSE NUMBER:** BUS 010 - 00273  
**CREDIT UNITS:** 5  
**CLASS LOCATION:** ADM 102  
**CLASS SCHEDULE:** January 5, 2015 thru March 27, 2015  
Tuesday & Thursday's – 4:00 to 6:15 p.m.

## **INSTRUCTOR INFORMATION:**

*Name:* Wendy Shan  
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*Phone:* 408-855-5185  
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*Office Hours:* Thursday 6:30pm – 7:30pm

## **COURSE DESCRIPTION AND JUSTIFICATION:**

An overview of the forces within the business environment (i.e., globalization, economics, government, and society), and an introduction to the key functional areas within the firm, such as marketing, operations, accounting, finance, management, and human resources.

This course is one of the core transfer courses within the business department. Students use this introductory course to learn about the business landscape, to evaluate a potential investment in a business degree program, and to begin career planning. This course is transferrable to UC and CSU institutions.

## **COURSE OBJECTIVES:**

- A.** Describe the context and purpose of business.
- B.** Analyze the business environment
- C.** Discuss the legal forms of business.
- D.** Explain and analyze the basics of the accounting function.
- E.** Identify the importance of operations management to businesses.
- F.** Describe and demonstrate decision-making skills in the marketing function.

- G.** Describe the finance function and its relation to the securities markets.
- H.** Describe the role and functions of a manager, and demonstrate management skills.
- I.** Describe the function of Human Resource Management.

**COURSE OUTCOMES:**

By the end of the course students will be able to:

1. Distinguish among the primary functions within a business, (i.e., marketing, operations, human resources, accounting and finance) and identify the interests and roles of key business stakeholders (i.e., employees, management, owners, and society).
2. Demonstrate a working vocabulary of business terms.

**TEXTBOOKS:**

William G. Nickels, James M. McHugh, Susan M. McHugh,  
“*Understanding Business*”, 10<sup>th</sup> Edition, Boston, Irwin/McGraw Hill, 2010.

**COURSE PRESENTATION CAN BE DOWNLOADED ONLINE FROM :**

[https://www.dropbox.com/sh/hafr1tm44m2iilm/AABrKIZ75QtMISVZGx\\_PFihQa?dl=0](https://www.dropbox.com/sh/hafr1tm44m2iilm/AABrKIZ75QtMISVZGx_PFihQa?dl=0)

**RECOMMENDED READINGS:** Wall Street Journal, Fortune Inc., The Economist, Barrons and Business Week

## EVALUATION DATA:

Grades will be determined from the following assessments:

*Attendance*

*Classroom exercise*

*Case Study*

*Quizzes*

*Mid-Term/Final Exam*

- **Attendance:** In order to be successful in business, you have to show up! This class is dependent upon team work and discussion. Attendance means that you are **on time** and will be able to stay in class for its duration. If you are absent or late, your teammates may find it difficult to do the exercises. Students that have more than 2 absences during the first two weeks OR 4 absences before the drop deadline in week 8 will be dropped from the course.
- **Quizzes:** There will be take home *open-book, open-notes* quizzes for every chapter. Quiz will NOT be counted as your final grade. However, these are to help you assess your understanding of the chapter discussed.
- **Case Study, Student Presentation and Classroom exercise:** There will be 2 case studies, 1 student presentation and 1 classroom exercise in this class testing your understanding of the material. The first case study is mandatory, the second is optional. Please read the cases thoroughly before the case study date and apply the concept in the textbook to your answers during the class. They will contribute 30% to your final grade. NO late submission and make up will be allowed.
- **Mid and final exams:** There will be two *closed-book, closed-note* mid-term exams plus a final exam at the end of the semester. If you know you will be absent on the exam days, please make arrangements with me to take the exam during the office hours before the rest of the class. Or you will receive no credit for the missing exams. Students who missed the exams will not be allowed to take make-up tests. Mid and final exams are counted as 70% of your final grade. **SCANTRON FORM NO. 882-E is needed for the mid-Terms and the Final**

The grades will be based on the following distributions:

Case Study	10%
Marketing Research Presentation	10%
Financial Ratio Class Exercise	10%
Two Mid-Terms	20% each, 40% total
Final Exam	30%
<b>TOTAL</b>	<b>100%</b>

All work must be submitted in order to complete the requirements of this class. Quizzes and Case Studies must be submitted **on the due date** or a zero will be given.

A+	=	99%+
A	=	92-98%
A-	=	90-91%
B+	=	88-89%
B	=	82-87%
B-	=	80-81%
C+	=	78-79%
C	=	70-77%
D+	=	67-69%
D	=	58-66%
D-	=	55-57%
F	=	Below 55%

## 11-WEEK CLASS SCHEDULE

WEEK	TOPICS	CHAPTER ASSIGNMENT
1/6/2015	Introduction to Course and Text  Managing within the Dynamic Business Environment: Taking Risks and Making Profits	P, 1, 2
1/8/2015	How Economics Affects Business: The Creation and Distribution of Wealth	
1/13/2015	Competing in Global Markets	3, 4
1/15/2015	Demonstrating Ethical Behavior and Social Responsibility	
1/20/2015	Choosing a Form of Business Ownership	5, 6
1/22/2015	Entrepreneurship and Starting a Small Business	
<b>1/27/2015</b>	<b>Course review</b>	
<b>1/29/2015</b>	<b>Mid-term #1 4:00pm-5:00pm ADM 102</b>	
2/3/2015	Management and Leadership, mid-Term #1 results	7, 8
2/5/2015	Adapting Organizations to Today's Markets	
2/10/2015	Motivating Employees and Building Self-Managed Teams	10, 12
2/12/2015	Dealing with Employee-Management Issues and Relationships	
2/17/2015	Marketing: Building Customer Relationships & Promotions  <b>Class Exercise #1 – Marketing Presentation</b>	13, 16
<b>2/19/2015</b>	<b>Case study due today!</b>  <b>Course review</b>	
<b>2/24/2015</b>	<b>Mid-term #2 4:00pm-5:00pm ADM 102</b>	14
2/26/2015	Developing and Pricing Products and Services	
3/3/2015	Distributing Products Quickly and Efficiently  Mid-term #2 results	15, 17

3/5/2015	Financial Information and Accounting <b>Class Exercise #2 – Financial Ratio</b>	
3/10/2015	Financial Management	18, 19
3/12/2015	Securities Markets: Financing and Investing Opportunities	
3/17/2013	Understanding Money, Financial Institutions, and the Federal Reserve	20
<b>3/19/2015</b>	<b>Class Review and Recap</b>	
<b>3/24/2015</b>	<b>Final Exam 4:00pm – 6:00pm at ADM 102</b>	