



BUS 110 Introduction to Business -*Online Course*

Instructor: Dr. D. Michael Campbell

<http://www.cuyamaca.edu/michael.campbell/>

Required Text:

Nickels, McHugh, and McHugh, Understanding Business, 9th Edition, McGraw-Hill

Course Description:

This course focuses on providing a comprehensive view of today's dynamic American business and the global economy. Specific topics include starting a small business, satisfying customers, managing operations, motivating employees, building teams, managing information, managing financial resources and exploring ethical and social responsibilities of American businesses.

Designed to be taught through text plus supplemental readings and videos, students will have the opportunity to work online with their peers to share their insights on business theory and practice. Participation in online course activities, doing the required reading and completing course assignments, quizzes, and paper developed by the instructor will help students achieve the following learning goals:

- Explain the difference between capitalism, socialism, and communism, and provide business models of each.
- Differentiate between multiple forms of business ownership including the pros and cons of each as well as define the parameters for all sized organizations of socially responsible businesses.
- Understand business and ethical standards plus various forms of leadership management.
- Determine how human resource management, and employee motivation improves employee retention.
- Develop and implement a customer-oriented marketing plan using, product, price, promotion, and distribution
- Identify the steps in the accounting cycle and describe how this process is used to formulate verifiable and useful financial documents
- Describe how firms or individuals raise capital using different finance and investment opportunities.

Requirements:

Students are expected to have periods of reliable, uninterrupted use of a computer with a stable Internet connection. (DSL and cable connections are recommended).

Additionally, a full-featured word processing program such as Microsoft Word, or WordPerfect is required. (Note: Adobe Acrobat® and Flash must be installed on your computer). Please visit my website to download this free product.

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Students must also have access to the correct edition of the text. Various editions will differ in chapters and material.

Disabled Students:

Students with disabilities who may need accommodations in this class are encouraged to notify the instructor and contact Disabled Student Programs and Services (DSP&S) early in the semester so that reasonable accommodations may be implemented as soon as possible. Students may contact DSP&S in person in room 110 or by phone at (619) 644- 7112 (voice) or (619) 644-7119 (TTY for deaf).

Highly Recommended Supplements:

An updated dictionary and a reference guide for grammar, punctuation, and formatting are highly recommended. Suggestions: APA Manual for Publication (American Psychological Association) or Raimes, Ann, *Keys for Writers*, Second Edition (Boston, MA: Houghton Mifflin, 1999)

Grading:

Grading will be based on a point system that may be checked on Blackboard under the "Grades" prompt. As you complete weekly discussion assignments, quizzes, and turn in papers you will accumulate points toward your point total. If you are curious what your grade is at any given instance divide your points by the amount of points you are responsible for at the time. Discussion board assignments are awarded points based on your original post and for participation (responses to peer posts if stated in the assignment).

Overview:

1. Quizzes: There will be a total of eight (8) open book quizzes over the course of the semester. These quizzes will be largely based on the chapters in Nickels, McHugh, and McHugh text. Quizzes are available on Blackboard only for the week it is posted. Late quizzes receive zero points. Please see dates listed below for the weeks when quizzes are given. In order to prevent one-off exceptions on quiz questions if more than 90% of the class misses the same question on any particular quiz and the answer is questioned, that question will be thrown out (up to 2 questions max per quiz). Total points would then be based on the updated number of questions. Students will have one attempt to complete the quizzes.

2. Short Paper: Prior to spring recess each student must submit (via email) a 2-3 page, double spaced paper, integrating at least one concept or term in the *Nickels, McHugh, and McHugh* text with at least one concept or term from the online articles and videos. Students are expected to be able to personally relate the information in the text to the information in the article(s)/video(s). Papers that are generic in nature (lack personal applicability) will receive lower scores. Each paper should have an introduction, main body, and conclusion sections. Students wishing to receive an A+ should strive to be creative and thoughtful on this assignment, leverage specifics in the text and articles/ videos, and display appropriate spelling and grammar. (Please always “spell-check” and reread your written products!). See “Short Paper” in the Assignments section of Blackboard for a list of key grading factors and questions that assist the instructor in determining the points awarded.

3. Business Plan Final: For the semester final, students will be required to prepare a 5-7 page business plan. The plan will utilize key concepts in the text such as marketing, distribution, competitive landscaping and organization structure to forming a uniform and succinct business plan. A suggested outline is provided under the “Final” folder in the Assignments area of Blackboard. Your email should include your name and course number (BUS 110) in the subject line along with your first and last name. Please submit to cmik731@hotmail.com as a Microsoft Word attachment. 15% will get deducted if document is not viewable as a Word attachment.

- 4. Discussion Board Assignments:** A significant portion of each student's grade will be based on the quality and timeliness of online discussions and assignments. Late posts will receive zero points. Students responding to the discussion boards with timely and perceptive commentary will be given full points.

When grading online participation the following questions will assist the instructor in determining an online participation grade:

- (1.) *Has the student displayed knowledge of the material in their online postings?*
- (2.) *Is the student's response an attempt to share insights with other students for further learning?*
- (3.) *Does the student post his/her response in a timely manner?*
- (4.) *Has the student taken their time to check for grammar and spelling?*
- (5.) *Has the student participated in discussions with other students (if stated in the weekly assignment to respond to a peer's post)?*

Lateness Policy:

Quizzes, exams, and discussion postings are due the week they are assigned. **No late assignments, quizzes, or papers will be accepted!** Only documented severe illness or other grave circumstances will be considered valid reasons for allowing make-up work. Please remember to check over the syllabus for the day, time and week that assignments and the readings are due. I recommend printing out the syllabus.

Office Hours:

Since this is entirely an online class, I will not be holding any face-to-face office hours. Instead, please feel free to email me at cmik731@hotmail.com or call me at home between the hours of 8am-6pm at **619-600-9420**.

**PLEASE PRINT OUT THESE PAGES FOR EASY REFERENCE FOR DUE DATES
OVER THE 16 WEEK SEMESTER!**

Please Note: All non-text reading assignments are located under "Assignments" in the Blackboard System. Additionally, each online week begins on a Sunday morning (9:01am) and ends on the following Sunday at 9:00 am!

Course Term:

From: January 23, 2012

To: May 21, 2012

Times: Online

Sessions:

Week 1: Jan 23 -Jan 29

Due Sun @ 9am

Orientation & Class Overview: Familiarity with the Blackboard Online System; update user information (such as email address) & review the syllabus.

Read: Chapter 1 Nickels, McHugh & McHugh

Blackboard: Introduce Yourself Online (Discussion Board)

Week 2: Jan 29-Feb 5

Due Sun @ 9am

Read: Chapter 2 & 3 Nickels, McHugh & McHugh

Review: Blackboard Assignments Week #2 (*located in the Assignments area on Blackboard*) + Answer Discussion Questions

Take: Quiz #1 (Covers Chapters 1 - 3)

Week 3: Feb 5-12

Due Sun @ 9am

Read: Chapter 4 Nickels, McHugh & McHugh

Review: Blackboard Assignments Week #3 (*located in the Assignments area on Blackboard*) + Answer Discussion Questions

Week 4: Feb. 12-19

Due Sun @ 9am

President's Holiday

Week 5: Feb. 19-26

Due Sun @ 9am

Read: Chapter 5 & 6 Nickels, McHugh & McHugh

Blackboard: Take Quiz # 2 (Covers Chapters 4 - 6)

Week 6: Feb 26-Mar 4

Due Sun @ 9am

Read: Chapter 7 Nickels, McHugh & McHugh

Review: Blackboard Assignments Week #6 (*located in the Assignments area on Blackboard*) + Answer Discussion Questions

Week 7: Mar 4-18

Due Sun @ 9am

Read: Chapter 8 & 9 Nickels, McHugh & McHugh

Review: Blackboard Assignments Week #7 (*located in the Assignments area on Blackboard*) + Answer Discussion Questions

Take Quiz # 3 (Covers Chapters 7-9)

Review: Your short paper assignment. **For Details Please See "Assignments" Link in Blackboard**
Do Your Best to Plan Ahead!

Week 8: Mar 18-25

Due Sun @ 9am

Read: Chapter 10 Nickels, McHugh & McHugh

No Blackboard Assignments This Week
Use this time wisely!

Week 9: Mar 25-Apr 1

Due Sun @ 9am

Short Papers Due!

For Details Please See "Assignments" Link in Blackboard.

Read: Chapter 11 Nickels, McHugh & McHugh

Review: Blackboard Assignments Week #9 (*located in the Assignments area on Blackboard*) + Answer Discussion Questions

Week 10: Apr 1 -Apr 8

Spring Recess

Week 11: Apr 8-15

Due Sun @ 9am

Read: Chapter 12 Nickels, McHugh & McHugh

Review: Blackboard Assignments Week #11 (*located in the Assignments area on Blackboard*) + Answer Discussion Questions

Take Quiz # 4 (Covers Chapters 10-12)

Week 12: Apr15-22

Due Sun @ 9am

Read: Chapter 13 Nickels, McHugh & McHugh

Review: Blackboard Assignments Week #12 (*located in the Assignments area on Blackboard*) + Answer Discussion Questions

Take Quiz # 5 (Covers Chapter 13)

Week 13: Apr 22- 29

Due Sun @ 9am

Read: Chapter 14 & 15 Nickels, McHugh & McHugh

Review: Blackboard Assignments Week #13 (*located in the Assignments area on Blackboard*) + Answer Discussion Questions

Take Quiz # 6 (Covers Chapters 14 &15)

Week 14: Apr 29- May 6

Due Sun @ 9am

Read: Chapter 16 Nickels, McHugh & McHugh

Review: Blackboard Assignments Week #14 (*located in the Assignments area on Blackboard*) + Answer Discussion Questions

Review: Business Plan Outline. **For Details Please See "Assignments" Link in Blackboard**

Week 15: May 6-13

Due Sun @ 9am

Read: Chapter 17 Nickels, McHugh & McHugh

Review: Blackboard Assignments Week #15 (*located in the Assignments area on Blackboard*) + Answer Discussion Questions

Take Quiz # 7 (Covers Chapters 16 &17)

Week 16: May 13-20

Due Sun @ 9am

Read: Chapter 18 Nickels, McHugh & McHugh
Work on Final Papers!

Blackboard: **Take Quiz # 8** (Covers Chapter 18)

Final Papers Due by May 21th @ 12:00 noon. Please submit to cmik731@hotmail.com