

Introduction to Business Syllabus

SVETN Elite Learning Dual Enrollment--Fall 2013

Course Number & Title

BUS 101 Introduction to Business

Course Description

The purpose of the course is to present a broad introduction to the functioning of business enterprise within the U.S. economic framework. It introduces economic systems, essential elements of business organization, production, human resource management, marketing, finance, and risk management. It also develops business vocabulary. This is a 3 credit course.

Fall Semester 2013

Instructor: Sonia Vanhook

Office/ Office Hours: Southwest Virginia Higher Education Center, Abingdon
Monday-Friday 8:00a.m.-9:00 a.m.

Telephone: 276-619-4350 (The preferred way to communicate with your instructor is through the message link on our class website).

E-mail: s.vanhook@swcenter.edu (The preferred way to communicate with your instructor is through the message link on our class website).

Time & Location of Class Meeting

This course is asynchronous, which means the learner will be able to access the material at any time of the day or night. The learner should have a specific time in the school day to work on the assignments. This course is structured to offer students who wish to study business a way to learn through the Internet. It is expected that the student will follow the assignments as outlined on the webpage which includes links to Internet sites that contain information related to lesson objectives. The student will use the information at the sites as supplements to text materials. The course is designed so the student will spend 60-90 minutes per week day on the assignments.

Course Goals & Objectives

Students who successfully complete this course will earn 1 high school credit and 3 hour of college credit for BUS 101 Introduction to business as well as have a basic overview of business related topics.

Part 1: Business Trends: Study Cultivating a Business in Diverse, Global Environments

Part 2: Business Ownership: Start a (virtual) Small Business

Part 3: Business Management: Empower Employees to Satisfy Customers

Part 4: Management of Human Resources: Motivate Employees to Produce Quality Goods and Services

Part 5: Marketing: Develop and Implement Customer-Oriented Marketing Plans

Part 6: Managing Financial Resources Attend a Financial Workshop

After reading and studying these chapters, the learner should be able to:

1. Discuss how businesses add to the standard of living and quality of life for all.
2. Contrast the economics of despair with the economics of growth.
3. Discuss the growing importance of the global market and the roles of comparative advantage and absolute advantage in global trade.
4. Explain why legality is only the first step in behaving ethically.

5. Compare the advantages and disadvantages of sole proprietorships, partnerships, corporations, and franchises.
6. Analyze why people are willing to take the risks of entrepreneurship, list of the attributes of successful entrepreneurs, describe the benefits of entrepreneurial teams, and explain the growth of home-based and web-based businesses.
7. Define how the changes that are occurring in the business environment are affecting the management function.
8. Diagram the various levels involved in structuring organizations.
9. Identify the evolution of production in the United States.
10. Predict how managers are likely to motivate teams in the future.
11. Summarize the importance of human resource management, and describe current issues in managing human resources.
12. Defend the tactics used by labor and management during conflicts, and discuss the role of unions in the future.
13. Create marketing materials.
14. Contrast a brand, a brand name, and a trademark, and explain the concepts of brand equity and brand loyalty.
15. Assess the concept of marketing channels.
16. Identify advertising methods and describe the advantages and disadvantages of various advertising media, including the Internet.
17. Discover the importance of financial information and accounting.
18. Justify the importance of finance and financial management to an organization, and explain the responsibilities of financial managers.

Technology Requirement

Students will be required to complete and submit assignments by using Moodle, the learning management system for Elite Learning. The course can be accessed at www.svetn.org. Students will need use of the Internet for all coursework.

Teaching Methods

This course will be taught over the Internet. The class website includes reading assignments, chapter Power Points, discussion forums, journal assignments, video clips, chapter quizzes, key terms, etc.

Required Text

Title: Understanding Business 9th ed.

Authors: William G Nickels, James McHugh, Susan McHugh

Copyright: 2010

Publishers: McGraw-Hill/Irwin

ISBN: 9780073511702

Grading Policy & Scale

This course will be graded on the following scale:

100-90%=A, 89-80%=B, 79-70%=C, 69-60%=D, 59% or less=F.

All grades will be reported by SVETN to each school with a numeric grade and a recommended letter, but assignment of a final letter grade will be at the discretion of the student's school.

Late Work Policy

Points will be deducted for assignments received past the due date unless your instructor receives a copy of a medical excuse. There will be times students may have to miss class due to weather, trips, sports, technology, etc. For this reason, students are encouraged to always work ahead of the deadlines.

Reading Assignments

The student is expected to log into the class every weekday day, and spend 60- 90 minutes completing the assignments. Holidays when no assignment is due will be listed on the website.

Attendance Policy

Each student must be dedicated to completing assignments at their own designated time. The student will be required to log in to this course daily. The teacher will monitor each student's log in time. The school and parents will be notified if a student has not logged in to their course for a three day period. Contact will also be made if a student is logging in to their course with only a minimum amount of work each day. Expect no less than 60-90 minutes of work each week day. Asynchronous online courses have many advantages over the traditional classroom. Among those advantages are the availability of the instructor, the opportunity to "attend" class from many locations, the flexibility of schedule, and no make-up days due to snow. To provide the required amount of "seat-time" for students, Elite Learning instructors will continue to present class material and require assignment submissions. When some schools are temporarily closed, it is necessary to require a continuation of assigned work even if students are absent from school due to weather. It is the responsibility of the student to access the class via Internet during this type of absence. Students without Internet access beyond school hours will need to discuss this with their instructor at the beginning of the semester.

How to be Successful

- Make sure you read through this entire document. There is useful information here.
- Plan ahead, and do not procrastinate. The dual enrollment classes are college classes. An asynchronous class requires discipline. If you are not self-disciplined in your studies, then you need to rethink your ability to take this class.
- You must stay focused and keep a steady pace, or you will fall behind.
- Expect technical difficulties. Remember that technical difficulties happen with online courses. Report technical problems as soon as possible by submitting a trouble ticket at www.svetn.org under the Contact tab.

Disabilities

Students may request academic accommodations for disabilities through the Office of Student Services. That office will evaluate the request and make recommendations for appropriate and reasonable accommodations, which the student will provide to the instructor. Please contact your guidance counselor or SVETN for more information.

Emergency Policy

Follow all emergency policies for your home school

Academic Integrity

Each student will be bound by the academic codes of their school. Any violations will be reported to the student's school for appropriate disciplinary action. Cheating will not be tolerated.

Each student is considered a responsible adult, and it is assumed that students will maintain standards of conduct appropriate to membership in this online learning program. Emphasis is placed on standards of student conduct rather than on limits or restrictions. Guidelines and regulations governing student conduct are developed by representatives of the faculty, staff, and administration. More detailed information is found in the *Elite Learning Student Guide*.

Netiquette

These standards of conduct apply to both formal and informal communication within your online course.

Personal Conduct

This standard applies to both formal and informal discussions within your course. Show respect for others.

- Always ask yourself 'would I say this to a person's face?'
- Avoid offensive language.
- Be tolerant of diverse opinions and perspectives.

Communication Procedures

These standards apply primarily to formal communications including discussion forums, course mail, drop boxes and other instructor-assigned topics.

1. Responses must be more than a simple agreement or disagreement.
2. Do not be afraid to disagree with others in the group.
 - If you agree or disagree, choose a position and defend it while respecting the opinions of others.
 - Make sure discussions are intellectual not emotional.
 - Point out mistakes politely.
3. Course communication must follow directions for the specific assignment.
 - Submit using the appropriate tool—drop box, discussion forum, course mail, etc.
 - Respond in a timely manner and stay focused on discussion topic.
 - Follow the format provided by the instructor.
4. Proofread submissions carefully.
 - Observe rules of grammar, punctuation, and spelling including avoiding use of slang, Internet abbreviations or lingo.
 - Make sure what you write makes sense.
5. Plagiarism will result in a zero.

Course syllabus and schedule is subject to change at the discretion of the instructor.