COURSE INFORMATION

COURSE TITLE:

BUS115 Introduction to Business

COURSE DESCRIPTION:

Focuses on the operation of the American business system. Covers fundamentals of the economy, careers and opportunities, marketing, management, production, governmental regulations, tools of business and social responsibilities.

CREDIT HOURS:

3

SUGGESTED PREREQUISITE KNOWLEDGE:

Completion of Reading II and Writing II are required.

CCCOnline Course Policies

The CCCOnline Course Policies page contains information about the student's role in the classroom, grading policies, and rights and responsibilities.
COURSE MATERIALS

Your textbook is available online as an eText in the Content area of course, in the Module: eText. You do not need to purchase any additional materials. For specific information on refund policies and the optional black and white textbook available for purchase please contact the CCCOnline bookstore.

MINIMUM COMPUTER REQUIREMENTS

To complete this course, you will need regular access to a computer from which you can get to the Internet and use email. In order to ensure that your course functions properly, you must run the System Check. This is a CRITICAL STEP, and taking the time to do it now will eliminate a tremendous amount of frustration for you later. To run the System Check, click Tools in the course NavBar and then click System Check.

REQUIRED ETEXT

Required Text Add: Ebert, R. J., Griffith, R. W. Business Essentials, 11th edition, Publisher: Pearson/Prentice Hall Course Connect

DIGITAL MATERIALS ACCESS AND SETUP

This course integrates the eText directly into the course site.

- Visit the Pearson Direct Integration Course Start page for details on first access of the materials.

To make sure your computer is set up correctly to access the e-Text and other digital content, review the Pearson Technical Support page, also linked in the Technical Support Module.
COURSE COMPETENCIES AND OUTCOMES

STUDENT COMPETENCIES:

The competencies you will demonstrate in this course are as follows:

A. Give students a macro view of business that is essential to such advanced and specialized courses as finance, marketing, management, and human relations.
B. Provide students with meaningful, real-world-oriented information that can play a key role in their success both within and beyond the classroom.
C. Give students an integrated view of the dynamic and exciting world of business.
D. Create an awareness of the varied career opportunities in business and aid in selecting a vocation or enhance the vocation already selected.
E. Discuss social and ethical responsibilities of business.

The module outcomes that will permit you to demonstrate course competencies are:

**MODULE 1**

**Outcomes**

1. Interpret how social responsibility impacts a business and how stakeholders are affected.  
   Competencies: A, B, E
2. Define different forms of business ownership.  
   Competencies: A, B
3. Discuss the forms of ownership and the impact of external environments on organizations.  
   Competencies: A, B, C

**MODULE 2**

**Outcomes**

1. Define elements of global marketing.  
   Competencies: A, B
2. Differentiate and discuss contingency planning and crisis management.  
   Competencies: B, C
3. Describe management skills and types of management positions.  
   Competencies: C, D

**MODULE 3**

**Outcomes**

1. Analyze and describe strategies and techniques used to improve employee motivation.  
   Competencies: B, E
2. Compare and contrast leadership and management skills.  
   Competencies: D, E
3. Define human resource management and explain how managers plan for their HR needs.  
   Competencies: B, E

**MODULE 4**

**Outcomes**

1. Identify the four components of the marketing mix and their application to target market segments.  
   Competencies: A, B, C
2. Interpret consumer buying process to product marketing decisions.  
   Competencies: A, B, C, D
3. Discuss pricing strategies for different competitive situation and identify pricing tactics.  
   Competencies: B, C
4. Identify and explain social media marketing tools available to businesses and how this technology and information can be used to drive marketing strategy.  
   Competencies: A, B, C
Module 5

Outcomes
1. Describe recent changes in accounting reporting standards and practices.
2. Define different forms of money in a nation’s money supply.
3. Identify factors considered when deciding to become a publicly traded business.
4. Explain the role of the Securities and Exchange Commission.
5. Point out internal and external factors that influence stock prices.

Competencies
- A, B, D, E
- A, B, E
- A, B, E
- A, B, E
- A, B

Grading and Participation

Methods
Evaluation includes a combination of discussion participation, chapter classwork and homework, continuing project assignments, and examinations. A rubric will be provided for the discussion participation and the assignments. Quizzes will be graded for accuracy.

Grading Policies
Mark the module due dates on your calendar for this class. You may submit assignments AHEAD of schedule.

Summary of Grading

<table>
<thead>
<tr>
<th>Activities</th>
<th>Percent</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Discussions</td>
<td>24.5%</td>
<td>245</td>
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<tr>
<td>Module 1 Introduction Discussion (1 @ 20 points)</td>
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<tr>
<td>Module 1 Discussion (1 @ 25 Points)</td>
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<tr>
<td>Modules 2-5 Discussions (4 @ 50 points each)</td>
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<tr>
<td>Quizzes</td>
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<tr>
<td>Chapter Quizzes Modules 1, 2, 3, and 5 (12 @ 20 points each)</td>
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<td>Module 4 (4 @ 15 points each)</td>
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<tr>
<td>Exploration Quizzes (3 @ 10 points each)</td>
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<tr>
<td>Assignments</td>
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<tr>
<td>Module 1-5 (5 @ 50 points each)</td>
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<tr>
<td>Business Concept Paper</td>
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<tr>
<td>TOTAL</td>
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Grading Scale
A = 90-100%    B = 80-89%    C = 70-79%    D = 60-69%    F = 59%-
below
LATE WORK POLICY

According to the Business Division's policy: (a) this is not a self-paced course; (b) deadlines are adhered to strictly; and (c), late work is not accepted. Extremely rare exceptions (e.g., emergency hospitalization; military deployments and legal concerns) may be considered on a case-by-case basis. However, official documentation must be provided for late work to be considered in any of the stated instances. Exceptional provisions will not be made due to technology issues.

DISCUSSIONS

Discussions will be graded using the Discussion Rubric accessed through the Rubrics link located in the the Tools drop down menu of the course navigation bar.

ASSIGNMENTS

Assignments will be graded using the Assignment Rubric accessed through the Rubrics link located in the the Tools drop down menu of the course navigation bar.

QUIZZES

Quizzes will be graded for accuracy.
COURSE SCHEDULE

The Schedule is subject to change as needed.

This page summarizes all of the graded assignments, exams, and reading assignments for the course. If you want, you can print it out and post it somewhere handy.

All assignments are described in detail on the module assignment pages. If you have questions check there and/or send me an email.

This course is not self-paced and is not open-exit. All assignments, papers, quizzes, discussions, etc., are to be completed by no later than 11:59 p.m. on the due date.

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NOTE: Important CCCOnline semester dates (e.g., drop/withdraw/term end) appear on the CCCOnline calendar.

MODULE 1

Reading/Assignments/Exams
Due Dates
Reading: Chapters 1, 2, & 3
Read Module 1 Content
Participate in Introduction Discussion
  Initial post due: Peer responses due:
Participate in Module 1 Discussion
  Initial post due: Peer responses due:
Submit Module 1 Assignment folder
Chapter 1 Quiz
Chapter 2 and Chapter 3 Quizzes
Exploration Quiz
MODULE 2

Reading/Assignments/Exams
Reading: Chapters 4, 5, & 6
Read Module 2 Content
Business Concept Paper (due in Module 4)
Participate in Module 2 Discussion
  Initial post due: Peer responses due:
Chapter 4 Quiz
Chapter 5 and Chapter 6 Quizzes
Exploration Quiz
Submit Module 2 Assignment folder

Due Dates

MODULE 3

Reading/Assignments/Exams
Reading: Chapters 8, 9, & 10
Read Module 3 Content
Participate in Module 3 Discussion
  Initial post due: Peer responses due:
Chapter 8 Quiz
Chapter 9 and Chapter 10 Quizzes
Exploration Quiz
Submit Module 3 Assignment folder

Due Dates

MODULE 4

Reading/Assignments/Exams
Reading: Chapters 11, 12, 13 & 14
Read Module 4 Content
Business Concept Paper (Assigned in Module 2)
Participate in Module 4 Discussion
  Initial post due: Peer responses due:
Chapter 11 and Chapter 12 Quizzes
Chapter 13 and Chapter 14 Quizzes
Submit Module 4 Assignment folder

Due Dates

MODULE 5

Reading/Assignments/Exams
Reading: Chapters 15, 16, & 17
Read Module 5 Content
Participate in Module 5 Discussion
  Initial post due: Peer responses due:
Chapter 15 Quiz
Chapter 16 and Chapter 17 Quizzes
Submit Module 5 Assignment folder

Due Dates

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