

BUS 100-045A (#13654) Introduction to Business

Thursdays 6:30 p.m. – 9:25 p.m.

Spring 2019 14-Week Session: January 26 to May 10, 2019

First Class is on January 31, 2019

AA 360 Bisdorf

Instructor: Kim Bechler, kbechler@nvcc.edu, (703) 845-6264. NOVA mailbox at AA 352 Bisdorf.

The instructor will respond to all student inquiries via e-mail within 48 hours.

Spring 2019 Office Hours: Thursdays 5:30 p.m. – 6:15 p.m. AA 360 Bisdorf / Study Area Nearby.

COURSE OBJECTIVE

BUS 100 aims to provide a basic introduction to the world of business. Emphasis is placed on the economic and social environments of business and forms of ownership, as well as the management, organization, finance, operations, production, marketing, automation and control functions of business firms. As an introductory course in the field of business administration, the student is offered a broad survey prior to advanced study in business, leadership and related subjects.

Approximately eight to ten hours per week outside of class is recommended for successful completion of course requirements.

ENTRY LEVEL COMPETENCIES: An ability to read, comprehend and analyze material written at a college level. An ability to write and present ideas using Standard English.

TEXTBOOK AND ADDITIONAL RESOURCES

Understanding Business. 12th Edition. Nickels, McHugh and McHugh. McGraw-Hill Education. 2019. ISBN: 978-1-259-92943-4.

STUDENT ASSESSMENT AND GRADING

Attendance at scheduled tests is mandatory. Tests are given on scheduled date only. No make-up tests will be given without advance permission from the instructor. This permission will be granted only under highly unusual circumstances, which in the opinion of the instructor warrants such action.

Standard Progress in the course is measured by:

- Regular attendance and participation in class. All students are expected to have read chapter material and be able to discuss relevant discussion topics.
- Professional demeanor.
- On-time arrival to class.
- Ability to work independently. Any work determined not to be the student's own will be graded 0. In addition, the person giving the copy will earn a 0 for that assignment. This activity creates a very unsatisfactory scenario and can result in F for the final grade.
- Quality of completed assignments including in-class work and homework.
- Performance on four tests.

Calculation of Final Grade is based on:

- Test #1 – 20%
- Test #2 – 25%
- Test #3 – 25%
- Test #4 – 20%
- Class Participation – 10%

Your final session grade will be based on the traditional grading scale: 90% and above = A; 80 to 89% = B; 70 to 79% = C; 60 to 69% = D; and below 60% = F.

Normally, the instructor will assign only the grades of A, B, C, D or F. Special grades such as W, I and R will be assigned only in those circumstances prescribed in the college catalog. The grade of X (audit) must be initiated by the student and will be assigned only when the student has attended class regularly. (Failure to do so will result in the instructor issuing the grade of F)

Audit decision deadline date: February 10, 2019

Withdrawals:

Drop date with tuition refund: February 10, 2019

Any student may withdraw from this course without academic penalty within the first 60% of the session. Initiation of the withdrawal is the student's responsibility and the grade of W will be awarded. **The last day for withdrawal, without academic penalty, for this session is March 30, 2019.** Beyond this date, dropping a course or failure to attend will result in the grade of F, except under mitigating circumstances. Documentation of these circumstances is required AND a grade of W implies that the student was making satisfactory progress (passing) in the course at the time of the withdrawal.

COURSE OUTLINE

Jan. 31	Course Introduction. Discuss Ch. 1: Taking Risks + Making Profits within the Dynamic Business Environment AND Ch. 2: Understanding Economics + How It Affects Business AND Ch. 3: Doing Business in Global Markets.
Feb. 7	Discuss Ch. 4: Demanding Ethical + Socially Responsible Behavior AND Ch. 5: How to Form a Business.
Feb. 14	Discuss Ch. 6: Entrepreneurship + Starting a Small Business AND Ch. 7: Management + Leadership.
Feb. 21	Ch. 8: Structuring Organizations for Today's Challenges. TEST # 1 (Ch. 1-5)
Feb. 28	Discuss Ch. 9: Production + Operations Management.
Mar. 7	Discuss Ch. 10: Motivating Employees.
Mar. 9-15	<i>SPRING BREAK</i>
Mar. 21	Discuss Ch. 11: HRM – Finding + Keeping the Best Employees AND Ch. 12: Dealing with Employee-Management Issues.
Mar. 28	Discuss Ch. 13: Marketing – Helping Buyers Buy. TEST # 2 (Ch. 6-10)
Apr. 4	Discuss Ch. 14: Developing and Pricing Goods + Services.
Apr. 11	Discuss Ch. 15: Distributing Products AND Ch. 16: Using Effective Promotions.

Apr. 18	Discuss Ch. 17: Understanding Accounting + Financial Information. Test #3 (Ch. 11-16)
Apr. 25	Discuss Ch. 18: Financial Management.
May 2	Discuss Ch. 19: Using Securities Markets for Financing + Investing Opportunities AND Ch. 20: Money, Financial Institutions and the Federal Reserve.
May 9	TEST #4 (Ch. 17-20)

SPECIAL NEEDS AND ACCOMMODATIONS

Please address with the instructor any special problems or needs at the beginning of the semester/session. If you are seeking accommodations based on disability, you should provide a disability data sheet, which can be obtained from the Counselor for Special Needs. Please refer to the college Web pages dealing with accessibility and how to obtain accommodations for disabilities, <http://www.nvcc.edu/faculty-and-staff/disability-resources/>

CHEATING

The following will be considered cheating in this course:

- The giving or receiving of aid on any graded assignments or test without specific permission of the instructor.
- The use of any materials on a graded assignment or test other than those authorized by the instructor.
- Talking or discussion of any kind during a graded test without specific permission of the instructor.

Please refer to the college's policy on academic honesty, http://www.nvcc.edu/home/pfitzgerald/Academic_honesty.html

ATTENDANCE

Regular attendance of this course is expected. Failure to do so could have an adverse effect on the student's course grade. Any class material and assignments missed are the student's responsibility. Therefore, it is highly recommended that you exchange names and phone numbers with a classmate. Excessive absences, as defined in the college catalog, could result in the student receiving the grade of F for the course.

Classroom etiquette is required. Class setting dictates a no food, no drink environment and that all ear pieces, cellular phones, pagers, PDAs, IPODs, and other such electronic devices be turned off or placed in a silent mode (vibrate) while in the classroom. Videotaping or recording of lectures or presentations must be approved in advance by the instructor.