

Course Syllabus

Introduction to Business

BUSG 1301

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| **Semester with Course Reference Number (CRN)** | **Spring 2015** |
| **Instructor contact information (phone number and email address)** | **CYNTHIA GARZA****713-718-8158****Cynthia.garza3@hccs.edu** |
| **Office Location and Hours** | **Northline Campus** **M/W/F 8-12** |
| **Course Location/Times** | **DE** |
| **Course Semester Credit Hours (SCH) (lecture, lab) If applicable** |

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| Credit Hours:  | 3 |   |
| Lecture Hours:  | 3 |   |
| Laboratory Hours:  |   |   |
| External Hours:  |   |   |

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| **Total Course Contact Hours** | 48.00 |
| **Course Length (number of weeks)** | **16 Weeks** |
| **Type of Instruction** | Online |
| **Course Description:**  | Fundamental business principles including structure, functions, resources, and operational processes. (Formerly BUSI 1301) |
| **Course Prerequisite(s)** | **FREQUENT REQUISITES** * MATH 0306 (Basic Math Pre-Algebra)
* GUST 0342 (9th -11th Grade Reading)
* ENGL 0300 or 0347
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| **Academic Discipline/CTE Program Learning Outcomes** | 1. Identify essential management skills necessary for career success. 2. Describe the relationships of social responsibility, ethics, and law in business. 3. Construct a business plan. 4. Examine the role of strategic human resource planning in support of organizational mission and objectives.  |
| **Course Student Learning Outcomes (SLO): 4 to 7** | 1. Describe the scope of business enterprise in the nation and the world today. 2. Identify major business functions of accounting, management, marketing, and economics. 3. Describe the relationships of social responsibility, ethics, and law in business. 4. Define and apply business terminology.  |
| **Learning Objectives (Numbering system should be linked to SLO - e.g., 1.1, 1.2, 1.3, etc.)** | **Describe the scope of business enterprise in the nation and the world today.**1. The primary objective is to give the student an understanding of basic business principles.  Global business, entrepreneurship, management, marketing, technology, and financial management will be discussed.  Another purpose of this course is to provide an opportunity for the student to learn first hand about investing through participation in a stock market game.**Identify major business functions of accounting, management, marketing, and economics.****Describe the relationships of social responsibility, ethics, and law in business.****Define and apply business terminology.** |
| **SCANS and/or Core Curriculum Competencies: If applicable**  | SCANS**Describe the scope of business enterprise in the nation and the world today.**Foundation Skills - Thinking -Knowing How to LearnFoundation Skills - Thinking -Reasoning**Identify major business functions of accounting, management, marketing, and economics.**Foundation Skills - Thinking -Knowing How to LearnFoundation Skills - Thinking -Reasoning**Describe the relationships of social responsibility, ethics, and law in business.**Foundation Skills - Thinking -Knowing How to LearnFoundation Skills - Thinking -Reasoning**Define and apply business terminology.**Foundation Skills - Thinking -Knowing How to LearnFoundation Skills - Thinking -Reasoning |
| **Instructional Methods** | Online |
| **Student Assignments** | **Describe the scope of business enterprise in the nation and the world today.**Projects**Identify major business functions of accounting, management, marketing, and economics.**Projects**Describe the relationships of social responsibility, ethics, and law in business.**Projects**Define and apply business terminology.**Projects |
| **Student Assessment(s)** | **Describe the scope of business enterprise in the nation and the world today.** Research papersQuizzes/Tests which may include: definitions, matching, multiple choice, true/false, short answer, brief essayMethods of Assessment**Identify major business functions of accounting, management, marketing, and economics.** Research papersQuizzes/Tests which may include: definitions, matching, multiple choice, true/false, short answer, brief essayMethods of Assessment**Describe the relationships of social responsibility, ethics, and law in business.** Research papersQuizzes/Tests which may include: definitions, matching, multiple choice, true/false, short answer, brief essayMethods of Assessment**Define and apply business terminology.** Research papersQuizzes/Tests which may include: definitions, matching, multiple choice, true/false, short answer, brief essayMethods of Assessment |
| **Instructor's Requirements** | Attendance, Participation, Assignments, Midterm, Final |
| **Program/Discipline Requirements: If applicable** |  |
| **HCC Grading Scale:** |

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| A = 100- 90 |   | 4 points per semester hour |
| B = 89 - 80: |   | 3 points per semester hour |
| C = 79 - 70: |   | 2 points per semester hour |
| D = 69 - 60: |   | 1 point per semester hour |  |
| 59 and below = F |   | 0 points per semester hour |  |
| FX (Failure due to non-attendance) |   | 0 points per semester hour |  |
| IP (In Progress) |   | 0 points per semester hour |  |
| W (Withdrawn) |   | 0 points per semester hour |  |
| I (Incomplete) |   | 0 points per semester hour |  |
| AUD (Audit) |   | 0 points per semester hour |  |

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses.FINAL GRADE OF FX: Students who stop attending class and do not withdraw themselves prior to the withdrawal deadline may either be dropped by their professor for excessive absences or be assigned the final grade of "FX" at the end of the semester. Students who stop attending classes will receive a grade of "FX", compared to an earned grade of "F" which is due to poor performance. Logging into a DE course without active participation is seen as non-attending. Please note that HCC will not disperse financial aid funding for students who have never attended class.Students who receive financial aid but fail to attend class will be reported to the Department of Education and may have to pay back their aid. A grade of "FX" is treated exactly the same as a grade of "F" in terms of GPA, probation, suspension, and satisfactory academic progress.To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.*Health Sciences Programs Grading Scales may differ from the approved HCC Grading Scale. For Health Sciences Programs Grading Scales, see the "Program Discipline Requirements" section of the Program's syllabi.* |
| **Instructor Grading Criteria**  | **Assessments****“Network Corner” Discussions 40% of your final grade****Quizzes 10% of your final grade****Thinking it Through/Applying It Activities 25% of your final grade****Final 25% of your final grade** |
| **Instructional Materials** | **McGraw Hill** **Nickels** Understanding Business 10e ISBN-13:  **9780073524597** |
| **HCC Policy Statement:**  |
| **Access Student Services Policies on their Web site:** | <http://hccs.edu/student-rights> |
| **EGLS3 -- Evaluation for Greater Learning Student Survey System** | At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term. |
| **Distance Education and/or Continuing Education Policies** |  |
| **Access DE Policies on their Web site:**  | <http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf> |  |
| **Access CE Policies on their Web site:** | <http://hccs.edu/CE-student-guidelines> |  |

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| **WEEK** | **TEXTBOOK CHAPTERS NIKELS 10 EDITION** |
| 1 | **Part I: Business Trends: Cultivating a Business in Diverse, Global Environments**Chapter 1: Taking Risks and Making Profits within the Dynamic Business EnvironmentDiscussion: Networking Corner |
| 2 | Chapter 2: Understanding Economics and How it Affects BusinessDiscussion: What Business Did you Choose? |
| 3 | Chapter 3: Doing Business in Global MarketsDiscussion: Why Go Global?Apply It: Global Brand Manager |
| 4 | Chapter 4: Demanding Ethical and Socially Responsible BehaviorApply It! Apple Dumpling Adventure |
| 5 | **Discussion: Communication Differences****Apply It! Written Communication** |
| 6 | **Part II: Business Ownership: Starting Small Business**Chapter 5: How to Form a BusinessDiscussion: What’s in a Name?Apply It! Business License Application |
| 7 | Chapter 6: Entrepreneurship and Starting a Small Business Discussion: Business Funding OptionsApply It! Business Funding Option |
| 8 | Midterm Chapters 1-6 |
| 9 | **Part VI: Managing Financial Resources** Chapter 17: Understanding Accounting and Financial InformationChapter 18 Financial ManagementDiscussion: Just because they canThinking It Through! Financial Statements |
| 10 | Chapter 19 Using Securities Markets for Financing and Investing OpportunitiesDiscussion: Financial ChallengesApply It: Monthly BudgetChapter 20 Money, Financial Institutions, and the Federal ReserveDiscussion: Small Business Banking Thinking It Through: Company 5-Year AverageApply It: Stock Portfolio Average |
| 11 | **Part V: Marketing: Developing and Implementing Customer-Oriented Marketing Plans**Chapter 13: Marketing: Helping Buyers Buy  |
| 12  | Chapter 14: Developing and Pricing Goods and ServicesDiscussion: Product PlacementThinking It Through: Product IdentityChapter 15: Distributing ProductsDiscussion: Supply Chain ManagementThinking It Through! SimulationApply It! Product Placement |
| 13 | **Part III: Business Management: Empowering Employees to Satisfy Customers**Chapter 7: Management and Leadership Chapter 10: Motivating EmployeesDiscussion: MotivationApply It! MotivationChapter 11: Human Resource Management: Finding and Keeping the Best EmployeesDiscussion: Generational DifferencesApply It! Personnel |
| 14  | Chapter 16: Using Effective PromotionsDiscussion: Social MediaApply It! Internet Advertising |
| 15 | Chapter 8: Structuring Organizations for Today's ChallengesChapter 9 Production and Operations ManagementDiscussion: Quality ImprovementApply It! Quality Award |
| 16  | Final Chapters 7-20 |