
Business Administration

BUSG 1301 – INTRODUCTION TO BUSINESS

CREDITS:3

Second Start

Distance Education.

3 credit hours 48 hours per semester-12 weeks

CRN 87936

SCANS Competencies Included

INSTRUCTOR: Linda Koffel

INSTRUCTOR CONTACT INFORMATION:

Phone: 713-718-2895

E-mail linda.koffel@hccs.edu

Alternate e-mail: N/A

OFFICE LOCATION AND HOURS

Please feel free to contact me concerning any problems that students are experiencing in this course. Students do not need to wait until students have received a poor grade before asking for my assistance. Student performance in my class is very important to me. I am available to hear student concerns and just to discuss course topics. The best way to reach me is to email me at linda.koffel@hccs.edu . Because this is a Distance Education course, all communication must be by email. Office location: Alief Campus C409 Mondays 8:30 a.m. – 10:30 a.m. /Spring Branch Campus The Commons Room 803 Mondays 12:30 p.m. – 1:30 p.m.

FINAL EXAM: Tuesday May 10, 2016 by 11:00 p.m. online

LAST DAY FOR ADMINISTRATIVE & STUDENT WITHDRAWALS: April 14, 2016 at 4:30p.m.
Verify in College Calendar.

COURSE DESCRIPTION

Fundamental business principles including structure, functions, resources, and operational processes. (Formerly BUSI 1301)

COURSE PREREQUISITE

Frequent Recommended Requisites

- **ENGL 0300 or 0347**
- **GUST 0342 (9th-11th Grade Reading)**
- **MATH 0306 (Basic Math Pre-Algebra)**

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.

Describe the scope of business enterprise in the nation and the world today.

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 firsthand about investing. 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

Describe important issues about small business

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic -Speaking

Identify essential management skills required of a successful entrepreneur

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic -Speaking

Conduct industry profile and marketing research using Internet resources in order to develop a marketing plan for a business

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic -Speaking

Develop cost and revenue projections that are utilized in constructing projected financial statements

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic -Speaking

Utilize tax and cash flow methodologies in order to manage an enterprise as an entrepreneur

Foundation Skills - Basic -Reading
Foundation Skills - Basic -Writing
Foundation Skills - Basic -Mathematics
Foundation Skills - Basic -Listening
Foundation Skills - Basic -Speaking

Construct a business plan

Foundation Skills - Basic -Reading
Foundation Skills - Basic -Writing
Foundation Skills - Basic -Mathematics
Foundation Skills - Basic -Listening
Foundation Skills - Basic -Speaking

SCANS

The Secretary's Commission on Achieving Necessary Skills (SCANS) from the U.S. Department of Labor was asked to examine the demands of the workplace and whether our young people are capable of meeting those demands. Specifically, the Commission was directed to advise the Secretary on the level of skills required to enter employment. In carrying out this charge, the Commission was asked to do the following:

- Define the skills needed for employment,
- Propose acceptable levels of proficiency,
- Suggest effective ways to assess proficiency, and
- Develop a dissemination strategy for the nation's schools, businesses, and homes.

SCANS research verifies that what we call *workplace know-how* defines effective job performance today. This know-how has two elements: *competencies* and a *foundation*. This report identifies five competencies and a three-part foundation of skills and personal qualities that lie at the heart of job performance. These eight requirements are essential preparation for all students, whether they go directly to work or plan further education. Thus, the competencies and the foundation should be taught and understood in an integrated fashion that reflects the workplace *contexts* in which they are applied.

The five SCANS workplace competencies identified by the Commission are the following:

1. **Resources**—An ability to identify, organize, and allocate time, money, materials, space, and people. Much of what you do in the classroom can help students develop competency with resources. Emphasize planning skills in relation to preparing, working, and completing assignments.
2. **Interpersonal**—Skills to participate as a member of a team, teach others, serve customers, exercise leadership, negotiate, and work with others possessing diverse backgrounds. Cooperative/collaborative learning activities are an effective way to teach interpersonal skills. In discussions after group activities, emphasize interpersonal lessons and challenges of the activities.
3. **Information**—An ability to acquire, organize, evaluate, interpret, and communicate information along with using computers to process information. Competency with information is basic to any classroom. Emphasize those efforts to master information skills prepare students for future employment.
4. **Systems**—An understanding of social, organizational, and technological systems; an ability to monitor and correct performance; a competence in the design and improvement of systems. Look for opportunities for students to use critical thinking skills to identify and analyze systems in their school, community, nation, and world.
5. **Technology**—The knowledge and skill to select equipment and tools, apply technology to specific tasks, and maintain and troubleshoot software and hardware. Although there are many forms of technology that can be used in your class, computers create real interest and opportunities for your students. Encourage

your students to make computers an important part of their education, whether the computers are used in self-paced learning or in group projects.

Access CE Policies on their <http://hccs.edu/CE-student-guidelines>
 Web site:

16 WEEK COURSE CALENDAR
BUSG 1301
Weekly Activity Schedule
12 WEEKS SESSION

Second Start

WEEK	TEXTBOOK CHAPTERS	
1 2/16 <u>Online</u>	Chapter 1 Chapter 2	Business and Economics <u>Syllabus Quiz Due 2/23</u> Ethics and Social Responsibility
2 2/23 <u>Online</u>	Chapter 3	Global Business <u>Assignment 1 Autobiography Due 3/1</u>
3 3/1 <u>Online</u>	Chapter 4 Chapter 5	Forms of Business Ownership Entrepreneurship and Small Business <u>Assignment 2 Choice of Project Research Due 3/8</u>
4 3/8 <u>Online</u>	Chapter 6 Chapter 7	The Management Process The Organizational Structure <u>Assignment 3 General Research on Topic Area Due 3/22</u>
5 3/22 <u>Online</u>	Chapter 8	Quality <u>TEST ONE (Chapters 1 – 8) Due Online by 11:00 p.m. 3/29</u>
6 3/29 <u>Online</u>	Chapter 9 Chapter 10	Human Resources Employee Motivation and Team-Building <u>Assignment 4 Research on Topic Area in Houston including 10 Major Companies in Houston Due 4/5</u>
7 4/5 <u>Online</u>	Chapter 11 Chapter 12	Customer Relationships Products/Pricing <u>Assignment 5 Typical Day on the Job Interview Assignment Due 4/12</u>

8 4/12 Online	Chapter 13 Chapter 14	Distribution/Promotion Social Media Assignment 6 Salary Report on 8 Major Jobs in Topic Area due 4/19 Assignment 7 Career Ladder Due 4/19 also Last Day to Withdraw is April 14, 2016 by 4:30 p.m.
9 4/19 Online	Chapter 15	Management and Accounting Information Career Plan Projects Due online by 11:00 p.m. due 4/26
10 4/26 Online	Chapter 16	Financial Management TEST TWO (Chapters 9 – 16) due online by 11:00 p.m. on 5/3
11 5/3 Online		Debrief of Career Plan Projects and Review for Final
12 5/10 Online	Final Week	FINAL Comprehensive Department Final (Chapters 1 – 16) due online on May 10, 2016 by 11 p.m. No MAKEUPS

Syllabus Quiz

You will have 1 week to complete the quiz. The syllabus quiz will be comprised of 10 questions. The quiz is located under the Assignment course tool. To do the quiz, you create a document on your computer, type the question and then the answer (for each question) and then submit the file. There will be a submission “button” at the bottom of the Assignment for the Quiz (in the Eagle on Line Assignments) where you submit it. Be sure to submit it on time. The computer will lock you out at exactly 11:00 p.m. **NO MAKE-UP QUIZ WILL BE GIVEN. No quizzes will be accepted by email. The purpose of this quiz is to be sure you read the most important items in this syllabus and to be sure you learn how to post all the assignments through the assignments tool. Try to post the quiz at least one day before the actual due date so you can call DE Tech helpline and get help if you cannot post it with your home equipment and software.**

Weekly Assignment Postings

Each week I will give out an assignment related to the topic which feeds directly into your Career Plan project. You will be required to send these in to me via online assignment posting. These postings and your attendance will be your class participation and will count as a major part of your grade.

TESTS

There will be 2 regular tests and a comprehensive final. These tests will be open book/ open note and will be given online. The TESTS 1 and 2 will have 50 multiple-choice questions. Students will have at least one

week to take the exams. Once the exam is opened, students will have 2 hours for regular tests and 2 hours for the final to complete the exam. The final exam has 24 questions.

INSTRUCTIONAL METHODS

As an instructor, I want my students to be successful. I feel that it is my responsibility to provide students with knowledge concerning workforce development with critical thinking, modeling good teaching strategies, and organizing and monitoring the field experience that allows students to connect the information that students learn in this course to the real world of education.

As a student wanting to learn about workforce critical thinking, it is student's responsibility to read the textbook, submit assignments on the due dates, study for the exams, participate in activities, and attend class. This is a fully distance education course, so student should be sure to email questions well in advance of deadlines to ensure that I can respond in time to be of assistance.

STUDENT ASSIGNMENTS

Assignments have been developed that will enhance student learning. To better understand a topic, students will be given assignments on key information that students will need to remember for student success in student reaching student goals.

PRINT A COPY OF YOUR SYLLABUS

LATE ASSIGNMENTS

Students are expected to adhere to the weekly schedule of assignments printed in the course syllabus. Late assignments **will not be** accepted. **Assignments will not be accepted by email.**

INSTRUCTIONS FOR SUBMITTING ASSIGNMENTS:

1. All assignments must be submitted under the proper assignment for credit. Only the assigned assignment will be graded under the proper assignment.
2. An inserted header is required on each assignment. Include your name and name of the assignment in the header. Points will be deducted for assignments submitted without a header that includes your name and title of assignment.
3. Assignments are available weeks in advance. Therefore, late assignments will not be accepted.
4. Please communicate with me through the class email. This is a completely Distance Education course which means all communication must be by email..
5. Class e-mail is checked daily (M –F; not holidays) and responded to within a 48 hour period, Monday through Friday. .

MAKE-UP TEST POLICY

Students are expected to adhere to the weekly schedule of assignments printed in the course syllabus. Late assignments will **not** be accepted. There are **no** make-up tests administered.

NOTE TO THE STUDENT

If you have any questions or concerns about the course and/or course assignments, please contact me via course email so that we can resolve any issues. I will respond to your email within a 48 hour period. If you are experiencing difficulties with the course material, the best and quickest way to reach me is via email.

INSTRUCTOR REQUIREMENTS

As the Instructor, it is my responsibility to:

Provide the grading scale and detailed grading formula explaining how student grades are to be derived

- Facilitate an effective learning environment through class activities, discussions, and lectures
- Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and make up
- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students as required

To be successful in this class, it is the student's responsibility to:

- Log in to the class and participate in class activities
- Read and comprehend the textbook
- Complete the required assignments and exams on time:
- Ask for help when there is a question or problem
- Complete the field study with a 70% passing score

PROGRAM/DISCIPLINE REQUIREMENTS

Business Management/ Marketing is determined to prepare students with the knowledge and skills needed to succeed in today's dynamic work environment. Students in Workforce Development with Critical Thinking must be able to budget their time and perform class-related activities as assigned on a weekly basis. Students also perform various general activities as well as workbook activities related to Workforce Development with Critical Thinking..

DEGREE PLAN

Students are encouraged to file a degree plan with a Counselor or the Business Technology Department for the certificate and/or degree plan. Please ask your instructor for Degree Plan information or contact the Business Technology Department for information about filing a degree plan.

GRADING

HCCS Grading System

The Houston Community College grading system will be used to evaluate students' performance in this course.

Grade	Score
A-Excellent	100-90
B-Good	89-80
C-Fair	79-70
D-Passing	69-60
F-Failure	59 and below

Student Evaluation

The following departmental grading system will be used to evaluate students' performances in this course:

Test 1	25%
Test 2	25%
Final	10%
Project	20%

Weekly Assignments/Participation	20%
Total	100%

INSTRUCTIONAL MATERIALS

REQUIRED TEXTBOOKS

Foundations of Business; Pride, Hughes, Kapoor, 4th Edition, CENGAGE Learning; ISBN 978-1-285-19394-6
 Students are required to purchase the textbook for this class. . Here is the link:
<http://www.cengagebrain.com/course/1-20JNZ80> For my course, you will not need to purchase MINDTAP.

STUDENT INFORMATION

A student handbook is available on the College website: <http://www.hccs.edu>. Look under the student subheading to get detailed information concerning students attending Houston Community College System (HCCS). Data such as withdrawal policies, refund policies, incomplete, late assignments, make-ups, extra credit, grading system, attendance requirements, and other details are included in the student handbook.

HCC COURSE WITHDRAWAL AND ATTENDANCE POLICY

HCC Course Withdrawal Policy

Beginning Fall 2007, the State of Texas imposes penalties on students who drop courses excessively. Students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

To help you avoid having to drop/withdraw from any class, contact your DE professor regarding your academic performance. You may also want to contact your DE counselor to learn about helpful HCC resources (e.g. online tutoring, child care, financial aid, job placement, etc.). HCC has instituted an Early Alert process by which your professor may “alert” you and DE counselors that you might fail a class because of excessive absences and/or poor academic performance.

Students should check HCC’s Academic Calendar by Term for drop/withdrawal dates and deadlines. If a student decides to drop or withdraw from a class upon careful review of other options, the student can drop online prior to the deadline through their HCC Student Service Center:
<https://hccsaweb.hccs.edu:8080/psp/csprd/?cmd=login&languageCd=ENG>

Classes of other duration (mini-term, flex-entry, 8-weeks, etc.) may have different final withdrawal deadlines. Please contact the HCC Registrar’s Office at 713.718.8500 to determine mini-term class withdrawal deadlines.

Class Attendance

As stated in the HCC Catalog, all students are expected to attend classes regularly.

Although it is the responsibility of the student to drop a course for non-attendance, the instructor also has the authority to block a student from accessing Eagle Online, and/or to drop a student for excessive absences or failure to participate regularly. You could get an “F, FX, or W :” depending on the circumstances for this class if you stop logging in and stop sending in assignments and do not drop yourself.

STUDENT SERVICES

The Distance Education Student Handbook contains policies and procedures unique to the DE student. It is the student's responsibility to be familiar with the handbook's contents and part of the mandatory orientation. The

handbook contains valuable information, answers, and resources, such as DE contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the DE Student Handbook by visiting this link: <http://de.hccs.edu/de/de-student-handbook>

EARLY ALERT

HCC has instituted an Early Alert process by which your professor may “alert” you and DE counselors that you might fail a class because of excessive absences and/or poor academic performance.

International Students

Contact the International Student Office at 713-718-8520 if you have questions about your visa status.

STUDENTS WITH DISABILITIES

Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. **Instructors are authorized to provide only the HCC DSSO approved accommodations but must do so in a timely manner.**

Students who are requesting special testing accommodations must first contact the appropriate (most convenient) DSS office for assistance each semester:

DISABILITY SUPPORT SERVICES OFFICES:

System: 713.718.5165

Central: 713.718.6164 – *also for Deaf and Hard of Hearing Services and Students Outside of the HCC District service areas.*

Northwest: 713.718.5422

Northeast: 713.718.8420

Southeast: 713.718.7218

Southwest: 713.718.7909

After student accommodation letters have been approved by the DSS office and submitted to DE Counseling for processing, students will receive an email confirmation informing them of the Instructional Support Specialist (ISS) assigned to their professor.

ONLINE TUTORING

HCC provides free online tutoring in writing, math, science, and other subjects. How to access Tutoring: Click on the Tutoring button in the banner of the Eagle Online course listings page. This directs students to the HCC AskOnline Tutoring site: <http://hccs.askonline.net/>. Use your student ID or HCC e-mail address to create an account. Instructions, including a 5-minute video, are provided to make you familiar with the capabilities of this service.

LIBRARY RESOURCES

As an HCC student you have access to first-rate information resources that the HCC Libraries make available to all HCC students.

ACADEMIC DISHONESTY

You are expected to be familiar with the College's Policy on Academic Honesty, found in the catalog and student handbook. Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty. “Scholastic dishonesty”: includes, but is not limited to, cheating on a test, plagiarism, and collusion.

Cheating on a test includes:

- Copying from another students' test paper;
- Using materials not authorized by the person giving the test;
- Collaborating with another student during a test without authorization;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;
- Bribing another person to obtain a test that is to be administered.

Plagiarism means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

Collusion mean the unauthorized collaboration with another person in preparing written work offered for credit. Possible punishments for academic dishonesty may include a grade of 0 or F in the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. (See the Student Handbook).

Academic dishonesty can result in a grade of **F** or **0** for the particular test or assignment involved, dropped, and/or expelled from HCCS. Please refer to the HCCS Distance Education Student Handbook-(for further information regarding Academic Dishonesty in Student Handbook on student services web page.

EGLS3 -- Evaluation for Greater Learning Student Survey System

During a designated time near the end of the term, students 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 in order provide for continuous improvement of instruction.

CLASSROOM/ ONLINE BEHAVIOR

As student instructor and as a student in this course, it is our shared responsibility to develop and maintain a positive learning environment for everyone. As an instructor , I take this responsibility very seriously and will inform students if their behavior makes it difficult for me or other students to carry out their learning responsibilities As a fellow learner, students are asked to respect the learning needs of student classmates and assist student instructor achieve this critical goal. Online behavior and communication must be respectful at all times.

TITLE IX OF THE EDUCATION AMENDMENTS OF 1972, 20 U.S.C. A§ 1681 ET. SEQ.

Title IX of the Education Amendments of 1972 requires that institutions have policies and procedures that protect students' rights with regard to sex/gender discrimination. Information regarding these rights are on the HCC website under Students-Anti-discrimination. Students who are pregnant and require accommodations should contact any of the ADA Counselors for assistance.

It is important that every student understands and conforms to respectful behavior while at HCC. Sexual misconduct is not condoned and will be addressed promptly. Know your rights and how to avoid these difficult situations. Log in to: www.edurisksolutions.org . Sign in using your HCC student e-mail account, then go to the button at the top right that says **Login** and enter your student number.

A NOTE ABOUT THE SYLLABUS

At any time during the semester, the professor reserves the right to modify the course requirements, assignments, exams, grading procedures, and all other related policies and procedures as circumstances may dictate. It is the sole

responsibility of the student to read the syllabus completely, and all other assignments and tests and to adhere to instructions exactly as required.