

Official TCC Course Syllabus

Discipline Prefix: BUS	Course Number: 100 Course Section: D06B	Course Title: Introduction to Business Lecture 53054	
Credit Hours: 3	Lecture Hours: 3	Clinical Hours: 0	Lab hours: 0
Contact Hours: 3	Studio Hours: 0	Semester: Fall 2012	
Meeting Days/Time/Location: Mondays and Wednesdays, 11:00 a.m. to 12:15 p.m. Virginia Beach Campus, VB Building, Room G124			

Instructor Information

Name: Kathy Gause

Office Location: Room H246, ATC Building, Virginia Beach

My office may change in September to ATC building, Room 226/246

Office Hours: Mondays 9 to 11 and 12:15 to 2:15

Tuesdays 9 to noon, at times, virtual

Wednesdays 9 to 11

Sunday evenings virtually 7 to 8 Skype or BB chat

Office Phone: 757-822-7748

Email is the quickest way to reach me.

Blackboard site: <http://learn.vccs.edu>

Instructor's Email address: kmg210@email.vccs.edu

Course Information

Course Description

Presents a broad introduction to the functioning of business enterprise within the U.S. economic framework. Introduces economic systems, essential elements of business organization, production, human resource management, marketing, finance, and risk management. Develops business vocabulary.

Pre-requisite Course or Co-requisite for this course: None

Required Course Texts and Supplementary Materials

Understanding Business, William G. Nickels, James M. McHugh and Susan M. McHugh, McGraw Hill/Irwin, TENTH edition, ISBN 978-0-07-352459-7

Technology knowledge: Blackboard software, Computer web searching, power point, Microsoft word software, Google website (willing to learn).

Course Learning Outcomes (specific, measurable objectives)

Students will be able to:

1. Explain the concepts of business
2. Define entrepreneur and explain an entrepreneur's role
3. Define economics and compare different types of economies
4. Define how companies can gain access to various foreign markets
5. Demonstrate the difference between ethics and company social responsibility
6. Define the three major business forms
7. Explain how small businesses operate
8. Define Management versus Leadership
9. Classify various business organizational structures
10. Discuss motivation in the workplace
11. Examine how resource management works in a business
12. Define marketing in a business
13. Recognize accounting statements to determine financial health of a business

Topics Covered in the Course

1. Business Trends
2. Economics
3. Global Markets
4. Ethics
5. Business Ownership
6. Entrepreneurship
7. Management and Leadership
8. Organizational Structures
9. Motivation of employees
10. Human Resource Management
11. Marketing
12. Accounting
13. Website application

Core Competencies:

Students will be able to demonstrate: (1) written and oral communication skills particularly as it relates to building an online social community; communication skills will be between students and the instructor and among students that promote understanding and comprehension (2) Display critical thinking skills to evaluate evidence, apply reasoning and offer application potential (3) Illustrate how the awareness, promotion, understanding and appreciation of the cultural and social

dimensions have implications within communities from local to global (4) familiarity with a website application of business.

Description of Assignments/Assessments

Quizzes, exams, discussion board essays, research reports, participation points, case studies, a power point, and online conferences are the typical homework. Chats and Skype sessions are optional. Quizzes are the best preparation for exams.

Course Schedule

The following course schedule may change due to the progression of the course. The course schedule may change at the discretion of the instructor; however, students will be notified in writing when any changes/additions are made to the schedule.

This class begins Thursday, August 23, 2012.

Unit or Week	Assignments, Readings, Tests/Quizzes BUS 100	Date Assignment is Due
1	Taking Risks and Making Profits in Business Environment Chapter 1 – quiz, discussion board assessments, Skype/chat August 30th: TCC due date for change/add courses Enjoy Labor Day – H/W due date Monday instead of Saturday	Monday 9/3
2	Understanding How Economics Affects Business Chapter 2 – quiz, discussion board work	Saturdays 9/8
3	Doing Business in Global Markets Chapter 3 – quiz, discussion board work, exam #1 online Exam #1 open Tuesday 9/11 to 9/18 (Ch 1, 2, 3) Quizzes 1, 2, 3 close 9/11 Note: Sept 10th: TCC due date for drops with tuition refund	9/15
4	Demanding Ethical and Socially Responsible Behavior Chapter 4 – quiz, discussion board essay, partnering Note: Exam #1 closes Tuesday 9/18	9/22
5	How to Form a Business Chapter 5 – quiz, discussion board essay, interview	9/29
6	Entrepreneurship and Starting a Small Business Chapter 6– quiz, discussion board case study, SWOT	10/6
7	Management and Leadership (vision, values, goals) Chapter 7 – quiz, discussion board work, exam #2 online Quizzes 4, 5, 6, 7 close 10/9 Exam #2 open Tuesday 10/9 to 10/16 (Ch 5, 6, 7)	10/13
8	Text Chapters C (Risk), D (Personal Finances) Quiz Chapters C and D. Note: Exam 2 closes 10/16	10/20
9	Motivating Employees Chapter 10 – quiz, discussion board essay Quizzes C and D close 10/31	10/27
10	Finding and Keeping the Best Employees Chapter 11 – quiz, discussion board essay, Partner Work Nov 1st: TCC due date for withdrawals w/o academic penalty	11/3

11	Dealing with Employee-Management Issues and Relationships Chapter 12 – quiz, discussion board essay, exam #3 online Quizzes 10, 11, 12 close Wed.11/7 (due to Presidential elections) Exam 3 open Tuesday Nov 6 th to Nov 13 th (Ch 10, 11, 12)	11/10
12	Marketing: Helping Buyers Buy Chapter 13 – quiz, discussion board essay, survey Note: Exam 3 closes November 13th	11/17
13	Using Effective Promotions Chapter 16 – quiz, discussion board essay Happy Thanksgiving! – H/W due date Sunday v. Saturday	11/25
14	Understanding Accounting and Financial Information Chapter 17 – quiz, discussion board essay Quizzes 13, 16, 17 close Sunday 12/2	12/1
15	Text Chapters A (Legal), B (Technology)	12/8
Final Exam	On-line via Blackboard Exam #4 (optional, highest 3 of 4 exams count) Exam open Saturday 12/1 to Wednesday 12/12 (Ch 13, 16, 17) Quizzes A and B close 12/10	12/1-12/12

Blackboard and Course Communication

Instructor availability: The best way to contact Instructor is via email, kmg210@email.vccs.edu...instructor usually responds within 12 hours, but no more than 24 hours, except on weekends, may be 48 hours. If you do not hear from her within that time, send a repeat email. No texts please, as Instructor prefers emails. There is also a section in Blackboard for questions to the Instructor, but emails will secure a quicker response. Always put the course, **BUS 100 Section D06B**, the chapter, quiz or exam number, or subject in the subject line of each email, to expedite responses to your email.

Course Policies

Assignment submission policy: Post all assignments on assignment link for a grade. Also post all assignments on discussion board to build a learning community with your classmates as well as participation will count toward your overall participation grade. All assignments are expected to be submitted in .doc or .docx format (if power point, in .ppt or .pptx). Assignments are to be submitted by first stating Student Name, Chapter, Topic, Date, and then question/s you are answering, answer the question/s, and note any resources that you used to answer question/s.

Participation Policy. Participation is included in your grade. Weekly Discussion Board participation, including feedback on classmate’s discussions is expected. This is a face to face course that requires at least 3 to 4 entries and participations per week in addition to just reviewing blackboard daily. Students should check their college VCCS emails at least twice per week.

The course attendance policy found in the TCC *College Catalog* is followed in this course.

1. Attendance/Tardiness Policy: All students are expected to be present and on time at all scheduled class and laboratory meetings. Instructors are not required to admit a student who arrives late to the classroom. A student who adds a class or registers after the first day of classes is counted absent from all class meetings missed. When absences in a course equal the number of weekly class sessions of a course, the student's standing in that class may be in jeopardy.

If a student is absent more than 15 percent of scheduled instructional time, attendance may be defined as unsatisfactory. This calculation includes absences occurring during the add/drop period. See also the Withdrawal Policy in this syllabus for more information. Students who do not attend or participate in class by the deadline to drop for tuition refund may be deleted from the course.

2. Late Work/Make-up Exam Policy: There will be four exams. If you take three exams, you do not need to take the fourth exam. For quizzes, best 12 out of 13 quizzes. Assignments are posted well in advance and work may be done in advance. Thus, no make-up quizzes or exams are available. Open dates will be announced in advance. All quizzes are random, multiple attempts, and are open until the day before the exam. Exams are timed, one attempt, one hour, online.

Late work: Points will be deducted for late work, if late work is accepted at all. If student is submitting a late request, request is normally asked for via email in advance for emergency situations, not after the fact. This is a business course and time is money and an indication of one's reputation in business. Even with these circumstances, no points will be awarded after 5 days late, to be fair and respectful to students who have submitted on time. Dates are clearly marked and posted in advance, and personal calendars should be marked. At times, based on Professor's discretion or error, due dates may be extended, but will be extended for all students.

3. Statement on Classroom Behavior: TCC is committed to maintaining a social and physical environment conducive to carrying out its education mission. Therefore, all members of the TCC community are expected to demonstrate standards for civility.

- Be moderate in speaking. Loud, obscene, argumentative, or threatening speech is disruptive to teaching and learning and is offensive to others. It has no place in an academic setting. Let the Professor know if you are offended by anyone's communication.
- Resolve any disagreements in a positive, non-combative manner. Again, let the Professor know of any disagreements within class that hinder your learning.
- Show respect for the comfort of others in an educational setting

4. Electronic Devices Policy: This course follows the TCCs Communication devices policy in the TCC Student Handbook. No recordings are to be made unless permission from the Professor is requested.

5. Disposition of Classes for Emergency Shutdown of the College:

To comply with Policy 2106 Disposition of Classes for Emergency Shutdown of the

College, 4.4. In the event of an emergency shutdown of the college, the President and his/her executive staff may elect to conclude the term in session if 85% or more of that term has been completed. If the term in session is concluded, faculty shall compute final grades of students based on coursework completed at that point.

Grade Policy

To be successful in this course, the grading is as follows:

1. Exams – 3 exams (best 3 out of 4 exams – 20 points each) – 60 points
2. Quizzes – 10 points each – minimum 13 out of 17 chapter quizzes – 120 points
3. WEEKLY Assignments: about one - two per week, 16 weeks – 170 points. Includes participation in discussion board and partner work– based on Rubric, in particular, quantity, quality, professionalism, initiation of other classmate’s participation threads, interpersonal skills in building and contributing to a team, contributing to a learning community.
4. Attendance & Meaningful participation - (see BB syllabus for definitions) – 40 points

TOTAL - 390 point course. Therefore, to earn an A grade, 351 points are required. To earn a B grade, 312 points are required, to earn a C grade, 273 points are required, to earn a D grade, 234 points are required.

Note: To be graded, assignments need to be submitted in .doc or .docx format. If power point, in .ppt or .pptx format. Assignments must be posted on Assignment link on time to be graded full credit. ALL graded work is required to be on blackboard, not email.

Extra credit – Based on Instructor discretion, the quality of an assignment and the ability to engage other students on Discussion Board and Chat, work may earn extra credit.

Final grades are made available to each student within the Student Information System (SIS) are web delivered via MyTCC or SIS.

The grade distribution for each assignment is subject to change. However, if changes are made, instructor will notify students ahead of time on BB syllabus section.

Academic Policies

Students are responsible for being aware of the policies, procedures, and student responsibilities contained within the current edition of the TCC *Catalog* and *Student*

Handbook. Students should familiarize themselves with the college's policies regarding misconduct and inclement weather found in the *Student Handbook*.

Withdrawal Policy

Students who wish to withdraw without academic penalty should contact a counselor to determine the appropriate procedure and date. Withdrawals through completion of 60 percent of a session will result in a **W** grade. After 60 percent of a session is completed, a withdrawal will result in a grade of **F** in a credit course or a grade of **U** in a developmental course, except under mitigating circumstances that must be documented by the instructor and approved by the academic dean. Dynamic session classes have unique refund and withdrawal dates. Contact a campus Enrollment Services Office for more information or visit

<http://www.tcc.edu/students/calendar/academic/Dynamic.htm>

Important Dates:

August 30	TCC Deadline to change or add courses
September 10	TCC deadline to drop course with tuition refund
November 1	TCC Deadline date to withdrawal without academic penalty and to receive a grade of W for the course
November 1 *	TCC Date to receive a grade of F or U for the course, if withdrawn

*A student who drops after the last day to withdraw does not receive a “W” grade. He/she receives an “F” grade, in which case there is both an academic and financial penalty. A student who withdraws by the deadline faces a financial penalty, but not an academic penalty.

Academic Integrity

TCC will expect students to demonstrate personal and academic integrity, to be open to new ideas, and to share in a community where individuals from diverse backgrounds and cultures help one another grow intellectually, socially, and personally.

TCC expects students to achieve, not just to get by. And, while many caring and talented faculty and staff are here to help, students must take responsibility for their own learning. Students should strive for a high level of academic performance and to be responsible, contributing citizens within the college and in outside communities. Above all, TCC wants students to develop a love of learning that will last a lifetime, along with a life-long interest in maintaining emotional and physical wellness.

Statement on Plagiarism and Academic Misconduct

The paragraphs below come from the *Student Handbook* and are TCC’s policy on plagiarism and academic misconduct, verbatim:

Academic misconduct includes, but is not limited to, the following actions: cheating on an examination or quiz—either giving or receiving information; copying information from another person for graded assignments; using unauthorized materials during tests;

collaboration during examinations; buying, selling or stealing examinations; arranging a substitute for oneself during examinations; substituting for another person, or arranging such a substitution; plagiarism—the intentional or accidental presentation of another’s words or ideas; collusion with another person or persons in submitting work for credit in class or lab, unless such collaboration is approved in advance by the instructor.

Faculty members who have reliable evidence of academic misconduct will (1) investigate the matter, and (2) review the facts of the matter and the proposed penalty with the appropriate academic dean. They may then take one or more of the following actions:

- Require the work to be accomplished again
- Give no credit for the test, paper, or exercise
- Assign a grade of **W** or **F** for the course
- Refer the matter to the campus Dean for Student Services or designee for possible disciplinary sanction through the college’s disciplinary procedure

If the faculty member chooses to refer the matter to the campus Dean for Student Services or designee for disposition, the Plenary Disciplinary Procedure shall be followed, and the student’s dismissal from the college is a possibility.

Disability Services

Students who have documented, diagnosed disabilities, and who need special accommodations for tests, practical, etc., are advised to see the Disabilities Services staff in Student Services so that the instructor may be notified of what accommodations are appropriate in each case. Requests for accommodations should be made to the designated campus disability services counselor at least 45 days before classes begin. Documentation must be provided to support the need for accommodations.

For assistance with disabilities, contact the campus Disabilities Counselor/Provider or the Coordinator of Learning Disabilities Services: call 822-1213, visit Student Services/Development, or visit the Disability Services webpage at <http://www.tcc.edu/students/specialized/disabilityservices/index.htm>

Emergency Procedures

In the event of a bomb threat, tornado, or fire, students and staff may be asked to evacuate the building or move to a secure location within the building. Evacuation routes for movement to an external location or to a shelter within the building are posted at the front of the room. Students should review the maps and make sure that the exit route and assembly location for the building are clearly understood. If assistance is required during an evacuation, please let the instructor know at the end of the first class.

Tidewater Community College uses TCC Alerts to immediately contact and inform faculty, staff and students of a major crisis or emergency. TCC Alerts delivers important emergency alerts, notifications, and updates via:

- Email account (work, home, other)
- Cell phone

- Pager
- Smartphone/PDA (BlackBerry, Treo & other handhelds)

When an incident or emergency occurs, authorized senders will be instantly notified via TCC Alerts. TCC Alerts is a personal connection to real-time updates, instructions on where to go, what to do, or what not to do, who to contact, and other important information. New users may also register by sending a text message to **411911** keyword: **TIDEWATER**

Student Success Resources

The following resources are free for TCC students. See the *Student Handbook* or visit <http://www.tcc.edu/forms/handbook/> for more information about student services and locations.

Learning Resource Centers

Each campus houses a library and media resources in a Learning Resources Center (LRC). A separate slide and print library is located at the Visual Arts Center. The Learning Resources Centers contain research materials in both print and electronic format to support the courses, curricula, and mission of the college. Library materials include books, newspapers, magazines, journals and an extensive collection of indexes, abstracts and full text databases. Media resources include videotapes, audiotapes, films, CD-ROM/DVD, computer files, and other audiovisual materials. Visit this site for more information: www.tcc.edu/lrc/

Academic Support Services

Each campus provides various kinds of academic assistance. One-on-one tutoring, math and computer labs, and other forms of individual and group assistance may be available. Students can also find free help for writing, from short questions about commas and comma splices to a comprehensive review of research papers in progress, in the Writing Centers. On the Chesapeake campus, students are welcome to contact Student Success may be reached at 757-822-5129, or email aholley@tcc.edu.

Online Help Desk

Visit the following Distance Learning Resources for Students website for information about computer skills, technical support, library services for online students, and much more: <http://www.tcc.edu/students/dtls/>

Important Websites

- College Website: www.tcc.edu
- Blackboard and Student E-mail: <https://tcc.my.vccs.edu/jsp/home.jsp>
- Student Handbook: <http://www.tcc.edu/forms/handbook/>
- TCC *Catalog*: <http://www.tcc.edu/forms/catalog/>
- Class Schedule: <http://www.tcc.edu/schedule/>
(or log-in to SIS for current course offerings)
- Academic Calendar: <http://www.tcc.edu/students/calendar/academic/index.htm>
- Distance Learning Resources: <http://www.tcc.edu/students/dtls/>

" **Electronic Devices Policy:** Students are expected to adhere to the TCC Student Handbook policies (<http://www.tcc.edu/forms/handbook/index.htm>): Cell phones, pagers, and other communication devices are prohibited from use in classrooms, laboratories, and libraries, unless authorized by the appropriate faculty or staff. Although soundless communication devices such as cell phones and pagers are permissible in classrooms, college offices, and/or meeting rooms, they must not be answered during class."

Students, are required to POST the following **within the first 5 days of class** on blackboard: I have read the syllabus and understand all policies and guidelines explained to me. Post to the ASSIGNMENT LINK marked Understanding the Syllabus on Blackboard:

I have read the syllabus and understand all policies and guidelines explained to me.

Student Name (type)

Student Signature

Date