



Course Syllabus

Department : Business Administration

Course Title : Introduction to Business

Section Name : BUSI_1301_WB, WB8, WB9

Start Date : 01/18/2011

End Date : 05/10/2011

Modality : ONLINE

Credits : 3

Instructor Information

Name : Jack Felts

OC Email : jfelts@odessa.edu

OC Phone # : (432) 335-6535

Course Description

Presents an overview of various components of business and industry. Emphasizes integration of text material with current and local business operations and decision-making processes. Learning activities include background reading and applications from text materials, current events. Also aids students in career planning by emphasizing aptitudes and skills expected in various fields of business specializations.

Prerequisites/Co requisites

NONE

Scans

6, 7, 10, 11

Course Objectives

1.0 To demonstrate competency in Contemporary Business and Its Environment; the student should be able to:

1.1 *Explain the Foundations of Business. (6, 7, 10, 11)

1.2 *Determine the Economic Challenges facing the United States. (6, 7, 10, 11)

1.3 *Explain the Global Dimensions of Business. (6, 7, 10, 11)

1.4 *Relate to Social Responsibility and Business Ethics. (6, 7, 10, 11)

2.0 To demonstrate competency in the Structure of American Business; the student should be able to:

2.1 *Summarize the Forms of Business Ownership. (6, 7, 10, 11)

2.2 *Describe Entrepreneurship, Small Business, and Franchising. (6, 7, 10, 11)

3.0 To demonstrate competency in Management and Organization; the student should be able to:

3.1 *Explain the Process of Management. (6, 7, 10, 11)

3.2 *Describe the Internal Organization. (6, 7, 10, 11)

3.3 *Distinguish between Production and Operation Management. (6, 7, 10, 11)

4.0 To demonstrate competency in the Human Resource; the student should be able to:

4.1 * Describe Human Relations. (6, 7, 10, 11)

4.2 *Explain Human Resource Management. (6, 7, 10, 11)

4.3 *Interpret Labor-Management Relations. (6, 7, 10, 11)

5.0 To demonstrate competency in Marketing Management; the student should be able to:

5.1 *Summarize Marketing Strategy. (6, 7, 10, 11)

5.2 *Explain Product and Pricing Strategy. (6, 7, 10, 11)

5.3 *Interpret Promotional Strategy. (6, 7, 10, 11)

6.0 To demonstrate competency in Information for Decision Making; the student should be able to:

6.1 *Explain Information System and Business. (6, 7, 10, 11)

6.2 *Summarize Accounting. (6, 7, 10, 11)

7.0 To demonstrate competency in Financing the Enterprise; the student should be able to:

7.1 *Explain Financial Management. (6, 7, 10, 11)

7.2 *Summarize Money, the Banking System, and Other Financial Institutions. (6, 7, 10, 11)

7.3 *Interpret the Securities Market. (6, 7, 10, 11)

* Indicates Integrated, Core Curriculum Skills (Math, Reading, Communication, Technological Literacy and/or Critical Thinking)

PLEASE PUT YOUR DEPARTMENT SPECIFIC INFORMATION IN THIS AREA

Required Readings/Materials

a) You must purchase the following *required* readings/materials:

The Future of Business: The Essentials, Gitman and McDaniel, 4th ed. and Webtutor Access Key

b) You are encouraged to buy the following *optional* books/materials

Course Requirements (Lectures, Assignments and Assessments)

A. Reading of the assigned materials.

B. Preparation of solutions in good form for all assigned problems and exercises.

C. Intangibles (attitude, preparation).

D. Satisfactory performance on examinations.

Topic/Overview: This week focuses on

Summary of Assignments & Activities

Item(Name)	Type	Description	Due
Chapter 1	Reading	Economic Systems and Business	02/02/11
Chapter 2	Reading	Making Ethical Decisions and Managing a Socially Responsible Business	02/02/11
Chapter 3	Reading	Competing in the Global Marketplace	02/02/11
Test one	Exam	Covers Chapters 1, 2, 3	02/02/11
Chapter 4	Reading	Forms of Business Ownership	02/14/11
Chapter 5	Reading	Entrepreneurship: Starting and Owning your own Business	02/14/11
Test Two	Exam	Covers Chapters 4, 5	02/14/11
Chapter 6	Reading	Management and Leadership in Today's Organizations	03/11/11
Chapter 7	Reading	Designing Organizational Structures	03/11/11

Chapter 8	Reading	Managing Human Resources and Labor Relations	03/11/11
Chapter 9	Reading	Motivating Employees	03/11/11
Chapter 10	Reading	Achieving World Class Operations Management	03/11/11
Test Three	Exam	Covers Chapters 6, 7, 8, 9, 10	03/11/11
Chapter 11	Reading	Creating Products and Pricing Strategies to Meet Customers' needs	03/30/11
Chapter 12	Reading	Distributing and Promoting Products and Services	03/30/11
Test Four	Exam	Covers Chapters 11, 12	03/30/11
Chapter 13	Reading	Using Technology to Manage Information	04/15/11
Chapter 14	Reading	Using Financial information and Accounting	04/15/11
Test Five	Exam	Covers Chapters 13, 14	04/15/11
Chapter 15	Reading	Understanding Money and Financial Institutions	05/11/11
Chapter 16		Understanding Financial Management and Securities Markets	
Final Exam	Exam	Covers 15, 16	05/11/11 By 9:00am

Grading Policy

Each week, I will provide grades or scores and comments on test within 6 days of when they were submitted.

Technological issues will be considered as valid grounds for late test submission. In the event of a server outage or other problems, students should contact the instructor as quickly as possible by any means

Special Needs

Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability services at 432-335-6861 to request assistance and accommodations.

Learning Resource Center (Library)

The Library, known as the [Learning Resources Center](#), provides research assistance via the [LRC's catalog \(print books, videos, e-books\)](#) and [databases \(journal and magazine articles\)](#). [Research guides](#) covering specific subject areas, [tutorials](#), and the "[Ask a Librarian](#)" service provide additional help.

Student E-mail

Please access your [Odessa College Student E-mail](#), by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All correspondence will be submitted using your Odessa College email.**

Student Portal

Please access your [Odessa College Student E-mail](#), by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All correspondence will be submitted using your Odessa College email.**

Technical Support

For Blackboard username and password help and for help accessing your online course availability and student email account contact the Student Success Center at 432-335-6878 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm.

Important School Policies

For information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or students' and instructors' right to academic freedom can be found in the [Odessa College Student Handbook](#).

Students should check the syllabi frequently in case of change.