DESCRIPTION:

This course provides an introduction to business operations. Topics include: the business system, legal forms of business, organization and management, business functions (production, marketing, finance, risk management, information systems, accounting), and the environments affecting business (the economy, labor, government regulations, social responsibility, law, international business, and technology). (3 Lec.)

DISCLAIMER:

The instructor reserves the right to amend this course syllabus as needed.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>ITEM NAME</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESCRIPTION ..................................................................................................................</td>
<td>1</td>
</tr>
<tr>
<td>TABLE OF CONTENTS ................................................................. ..................................................</td>
<td>2</td>
</tr>
<tr>
<td>COURSE PREREQUISITES ................................................................. ..................................................</td>
<td>3</td>
</tr>
<tr>
<td>COURSE MATERIALS ................................................................. ..................................................</td>
<td>3</td>
</tr>
<tr>
<td>Required Resources ................................................................. ..................................................</td>
<td>3</td>
</tr>
<tr>
<td>Miscellaneous Course Materials ................................. ..................................................</td>
<td>3</td>
</tr>
<tr>
<td>COURSE OBJECTIVE AND STUDENT LEARNING OUTCOMES ................. ..................................................</td>
<td>3</td>
</tr>
<tr>
<td>Workplace Competencies ................................................................. ..................................................</td>
<td>4</td>
</tr>
<tr>
<td>COURSE EVALUATION ..................................................................................................................</td>
<td>5</td>
</tr>
<tr>
<td>Grading Scale ................................................................. ..................................................</td>
<td>5</td>
</tr>
<tr>
<td>COURSE SCHEDULE ..................................................................................................................</td>
<td>5-7</td>
</tr>
<tr>
<td>Study Sequence ..................................................................................................................</td>
<td>5-7</td>
</tr>
<tr>
<td>INSTITUTIONAL POLICIES ................................................................. ..................................................</td>
<td>7-10</td>
</tr>
<tr>
<td>Census ..................................................................................................................</td>
<td>7</td>
</tr>
<tr>
<td>Withdrawal ..................................................................................................................</td>
<td>8</td>
</tr>
<tr>
<td>Stop Before You Drop ................................................................. ..................................................</td>
<td>8</td>
</tr>
<tr>
<td>Third Attempt ..................................................................................................................</td>
<td>8</td>
</tr>
<tr>
<td>The Texas Success Initiative ................................................................. ..................................................</td>
<td>9</td>
</tr>
<tr>
<td>Academic Honesty ..................................................................................................................</td>
<td>9</td>
</tr>
<tr>
<td>ADA Statement ..................................................................................................................</td>
<td>9</td>
</tr>
<tr>
<td>Religious Holidays ..................................................................................................................</td>
<td>9</td>
</tr>
<tr>
<td>Caveat ..................................................................................................................</td>
<td>9</td>
</tr>
<tr>
<td>Change of Address ..................................................................................................................</td>
<td>9</td>
</tr>
<tr>
<td>Local Campus Numbers ..................................................................................................................</td>
<td>9</td>
</tr>
<tr>
<td>Receiving Your Final Course Grade ................................................................. ..................................................</td>
<td>9-10</td>
</tr>
<tr>
<td>Tutors Available ..................................................................................................................</td>
<td>10</td>
</tr>
</tbody>
</table>
COURSE PREREQUISITIES: NONE

COURSE MATERIALS

Recommended Resources:


Miscellaneous Course Materials Needed:

- Notebook or paper and plenty of pencils / pens for taking notes
- Calculator [students may use a calculator for completing all assignments and tests]
- Hi-Liter [make corrections in your work and use hi-liter to mark them]. By making your errors, they will be emphasized so you can concentrate on them when reviewing your assignments. This will help keep you from making the same mistakes on future assignments and exams

COURSE OBJECTIVES AND STUDENT LEARNING OUTCOMES

Student Learning Outcomes:

- Identify the external forces that influence business activities; including the economy, government, consumer trends, and social responsibility
- Describe the various business resources (factors or production) including; land and other natural resources, physical and mental labor, capital including buildings, equipment and money, and entrepreneurship
- Compare the legal forms of business ownership
- Explain the functional areas of business including; management, operations, marketing, accounting and finance
- Examine the global context of business

Course Objectives, SCANS, and Workplace Competencies:

Upon successful completion of BUSI 1301, you should be able to

- Explain the concepts, principles, and operation of the private enterprise system (capitalism) and compare it to other economic systems
- Examine types of businesses that comprise the business scene, the roles they play, the strengths they have, and their observable similarities and differences
❖ Explain the role of business in promoting social responsibility and ethical behavior at all levels in business operations

❖ Explore how e-Business and management information are changing the world of business and society

❖ Examine the increasing importance of information to business leaders today

❖ Compare sole proprietorships, partnerships, and corporations as legal forms of business ownership; the nature of each, the processes involved in creating each, and the advantages and disadvantages of each

❖ Explain the importance of small business to the economy

❖ Identify the need for management in business organizations and the role of management in developing an organizational structure, acquiring human resources, and creating a supportive work environment

❖ Describe the production function; its purposes, elements, and processes

❖ Summarize the different methods of motivating employees in the workplace

❖ Examine the marketing function and describe the concepts and processes involved in designing products, promotional strategy, distribution strategy, and pricing strategy

❖ Explain the importance of the accounting function, its major uses, and major financial statements

❖ Describe the importance and the role of the financial management function and understand the concepts and processes involved in managing the acquisition and allocation of short-term and long-term funds

In addition, students will:

❖ Apply effective speaking and / or writing principles and techniques to the subject matter

❖ Apply critical thinking skills to problem solve

❖ Line and synthesize information learned in this course to the greater body of knowledge related to supervision

Workplace and Foundation Competencies

❖ Cedar Valley College is committed to assisting you in obtaining the knowledge and skills that you will need to succeed in today’s dynamic work environment. Towards this goal, the following workplace competencies and foundation skills have been integrated into this course:

<table>
<thead>
<tr>
<th>Workplace Competencies</th>
<th>Foundation Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage Resources: Time, staff, and money</td>
<td>Demonstrate Basic Skills: Reading, writing, and speaking</td>
</tr>
<tr>
<td>Exhibit Interpersonal Skills: Work in teams, teach others, and serve customers</td>
<td>Demonstrate Thinking Skills: Problem solving and reasoning</td>
</tr>
<tr>
<td>Work with Information: Communicate and use computers</td>
<td>Exhibit Personal Qualities: Responsibility, sociability, and self-management</td>
</tr>
</tbody>
</table>
COURSE EVALUATION

COURSE GRADE WILL BE COMPUTED AS FOLLOWS:

<table>
<thead>
<tr>
<th>Chapter Reviews</th>
<th>100 pts each</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Tests / Unit Review</td>
<td>100 pts each</td>
</tr>
<tr>
<td>Vocabulary Exams</td>
<td>100 pts each</td>
</tr>
<tr>
<td>Final [Semester] Exam</td>
<td>100 pts</td>
</tr>
</tbody>
</table>

GRADING SCALE

<table>
<thead>
<tr>
<th>Course Grade</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1800 – 2000</td>
</tr>
<tr>
<td>B</td>
<td>1600 – 1799</td>
</tr>
<tr>
<td>C</td>
<td>1400 – 1599</td>
</tr>
<tr>
<td>D</td>
<td>1200 – 1399</td>
</tr>
<tr>
<td>F</td>
<td>Below 1200</td>
</tr>
</tbody>
</table>

COURSE SCHEDULE

SPECIFIC ASSIGNMENTS WILL BE GIVEN AS THE SEMESTER PROGRESSES. YOU ARE RESPONSIBLE FOR OBTAINING THE ASSIGNMENT REQUIREMENTS.

<table>
<thead>
<tr>
<th>WK 1</th>
<th>CVC – EXPLORING BUSINESS</th>
<th>DHS – INTRO TO BUSINESS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Class Orientation, Syllabus, Enrollment</td>
<td>Class Orientation, Syllabus, Enrollment</td>
</tr>
<tr>
<td></td>
<td>Chapter 1 – The Foundations of Business</td>
<td>Chapter 5: Business in Our Economy</td>
</tr>
<tr>
<td>WK</td>
<td>Assignment</td>
<td>Chapters</td>
</tr>
<tr>
<td>----</td>
<td>------------</td>
<td>----------</td>
</tr>
</tbody>
</table>
| 2  | Teamwork / Communication | Chapter 7 – Leadership  
**Assignment – Leadership Project** |
| 3  | Chapter 3 – Business in a Global Environment | Chapter 1 – Economic Decisions  
Chapter 2 – Economic Systems  
Chapter 4 – Economic Measurements  
Chapter 10 – International Business |
| 4  | Chapter 3 – Business in a Global Environment (cont.)  
Chapter 2 – Business Ethics and Social Responsibility | EXAM  
Chapter 10 – International Business  
Chapter 9: Social Responsibility and Business Ethics  
**Assignment-Internet Project: Research (Start-up Business)** |
| 5  | Chapter 4 – Selecting a Form of Business Ownership | Chapter 6 – Business Structures |
| 6  | Chapter 5 – The Challenges of Starting a Business | EXAM  
Chapter 12 – Managing a Small Business |
| 7  | Chapter 6 – Managing for Business Success | EXAM  
Chapter 11 – Government in our Economy |
| 8  | Chapter 7 – Recruiting, Motivating, and Keeping Quality Employees | UNIT REVIEW  
Chapter 13 - Managing Human Resources  
Chapter 18 – Human Resources in Our Economy |
| 9  | Chapter 9 – Marketing: Providing Value to Customers | EXAM  
Chapter 22 – The Informed Consumer  
Chapter 8 – Producing and Marketing Goods and Services |
Effective written communication skills are essential for success in this class as well as in the business world. Accuracy, clarity, grammar, spelling, punctuation, and presentation of the work in proper format are part of the grading rubric, and will be included in the evaluation of all assignments, and tests. An important part of your business career education is learning what level of writing skills are expected in candidates for jobs and later promotions. Errors in your writing skills will be highlighted not to be picky, but to ASSIST YOU in reading that HIGHER STANDARD that will put you ahead of other applicants and later other candidates for promotions.

Once a test has been started, you must finish the entire test within the time limit.
It is required that students do their OWN WORK. Working together on tests and major projects is not allowed. If work is found to be copied from another student or website, the grade will be ZERO for the assignment. If it happens more than once, the student(s) will fail the course and face possible disciplinary action from Student Services.

Any violation of the Student Code of Conduct will be penalized accordingly. All matters of academic dishonest (plagiarism, collusion, fabrication, cheating, etc.) will result in a failing grade for the assignment in question. All violations will be forwarded to the proper high school / college authorities for review. The college may, at its discretion, impose additional penalties on the student including academic probation, suspension, or expulsion.

INSTITUTIONAL POLICIES:

Census Policy

If you are receiving Financial Aid grants or loans and are enrolled in a Distance Learning class, you must show participation in class prior to the census date by either e-mailing / contact the instructor or logging in to eCampus. Do not drop or stop attending any class without consulting the Financial Aid Office. Changes in your enrollment level and failing grades may require that you repay financial aid funds.

Withdrawal Policy

If you are unable to complete this course, it is your responsibility to withdraw formally. The withdrawal request must be received in the Admissions or Counseling Office by the withdrawal date (May 1, 2015). Failure to do so will result in your receiving a performance grade based on the work completed, usually an “F.”

If you drop a class or withdraw from the college before the official drop / withdrawal deadline, you will receive a “W” [Withdraw] in each class dropped.

Incomplete or “I” grades are NOT routinely given in this class and are the sole discretion of the instructor. To even be considered for an incomplete, the student must have completed AT LEAST 50% of the coursework (half the tests and half the assignments) AND also have a written medical excuse or verifiable extenuating circumstances. You must officially request an “Incomplete” by contacting your instructor in writing, a minimum of 7 days before the end of the semester. It will NOT be automatically granted.

STOP BEFORE YOU DROP

For students who enrolled in college level courses for the first time in the Fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling / advising center will give you more information on the allowable exceptions. Remember that once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access: https://www1.dcccd.edu/coursedrops.

Repeating This Course

Effective for Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. This class may not be repeated for the third or subsequent time without paying the
additional tuition. Third attempts include courses taken at any of the Dallas County Community Colleges since the Fall 2002 semester.

More information is available at: https://www.dcccd.edu/PC/Cost/3rdCrsAttmpt/Pages/default.aspx.

The Texas Success Initiative [TSI]

The Texas Success Initiative [TSI] is a statewide program designed to ensure that students enrolled in Texas public colleges and universities have the basic academic skills needed to be successful in college level course work. The TSI requires assessment, remediation (if necessary), and advising of students who attend a public college or university in the state of Texas. The program assesses a student’s basic academic skills in reading, writing, and math. Passing the assessment is a prerequisite for enrollment in many college level classes. Students who do not meet assessment standards may complete prerequisite requirements by taking developmental courses in the deficient area and passing https://www.1.dcccd.edu/cat0506/admiss/tsi_requirements.cfm.

Academic Honesty

Academic honesty is expected, and integrity is valued in the Dallas County Community Colleges. Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog. More information is available at https://www.1.dcccd.edu/cat0406/ss/code/cfm.

ADA Statement

If you are a student with a disability and / or special needs who requires accommodations, please contact the college’s Disability Services Office.

Religious Holidays

Absences for observance of a religious holy day are excused. A student whose absence is excused to observe a religious holy day is allowed to take a make-up examination or complete an assignment within a reasonable time after the absence.

Caveat

This syllabus is a set of guidelines of BUSI 2301 – Introduction to Business. Cedar Valley College and the instructor reserve the right to make modifications in content and schedule as necessary to promote the best education possible within prevailing conditions affecting this course.
Change of Address

If your email address, telephone number, and/or mailing address changes, notify your instructor and the Admissions Office immediately to be certain that you receive all necessary information. THIS IS IMPORTANT!!!

CEDAR VALLEY COLLEGE – Local Campus Numbers

<table>
<thead>
<tr>
<th>Service</th>
<th>Location</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library</td>
<td>C104</td>
<td>972 / 860-8140</td>
</tr>
<tr>
<td>Business Division</td>
<td>B201</td>
<td>972 / 860-8160</td>
</tr>
<tr>
<td>Registrar</td>
<td>L Building</td>
<td>972 / 860-8201</td>
</tr>
<tr>
<td>Counseling</td>
<td>L Building</td>
<td>972 / 860-8263</td>
</tr>
</tbody>
</table>

Receiving Your Final Course Grade

The college will not mail final end-of-semester grades to you. To receive your final grades, you have two options: over the Internet or by touch-tone telephone system. Depending on your choice, use the following directions.

Internet Access to Grades—

- Go to the Dallas County Community College web site [http://www.dcccd.edu]
- Next – look at the “Online Services” heading
- Under the “Online Services” heading, click on “eConnect-Register, Pay, Check Grades.”
- You are now on the student menu
- Next click on “My Personal Information” [this will expand the menu]
- Now click on “My Grades.”
- Enter your seven-digit student identification number – NOT your social security number
- Enter your password or PIN. [If it is your first time to use the system, your password or PIN, is your birth date entered as a six-digit number. Example: if your birth date is February 1, 1965, it is entered as 020165].
- Now select the grade type you wish to review [CR-Credit Grades] and click on “Submit”
- Grades start with “oldest” term – now find yours.

TUTORS AVAILABLE

All students of CVC are eligible to receive tutoring services. Online tutoring is available only during the Tutoring Center’s business hours. Students can email their inquiries to a CVC tutor at tutoringcenter@dcccd.edu and expect a response within 24
hours of normal Tutoring Center hours. Call 972 / 860-2974 to schedule a live online tutoring session with a tutor, or email tutoringcenter@dccc.edu for an appointment.

Online tutoring service utilizes the same tutors who are employed in the center and features chat, video, audio, and other options for all CVC students.

CVC tutors have lots to share with students:

- On-site tutoring
- Online tutoring available via the Tutoring Center eCampus site
- Research paper documentation (MLA and APA style) and NoodleBib
- Turnitin.com (plagiarism prevention tool)
- Textbooks on reserve
- Workshops
- Other resources

The Tutoring Center’s business hours are subject to change. Please call in advance to find out the hours of operation. You can also visit the Tutoring Center’s website at http://www.cedarvalleycollege.edu/FutureStudents/StudentServices/TutoringServices/default.aspx, the Tutoring Center is located in C206.
CVC-INTRODUCTION TO BUSINESS
DESOOTO HIGH SCHOOL – DUAL CREDIT COURSE
COURSE SYLLABUS ACKNOWLEDGEMENT

We, the student and parent(s) / guardian(s), realize the importance of knowledge gain / increase from the study of the course concepts and assignments. It is therefore understood and acknowledged that the student is required to be prepared for his/her learning experience of CVC-INTRODUCTION TO BUSINESS (DHS-dual credit course). Preparation include, but not limited to, bringing the assigned textbook (as applicable), pen/pencil, paper, and calculator to class each day the class meets (unless prior notice is given by the instructor). Failure of the student to bring his/her supplies to class will result in point(s) deduction to all assignment(s) required to be completed as an “in-class” assignment.

We, the student and parent(s) / guardian(s), realize the importance of responsibility and accountability to the success both in personal and professional achievements (i.e. timeliness of submission of assignment). We therefore acknowledge that we are held responsible to the policies and procedures as outlined by the DCCCD-Cedar Valley College. NO EXTRA CREDIT ASSIGNMENTS are given in this course.

Student and parent(s) / guardian(s) acknowledge receipt (by our signatures) of the course syllabus and understand the policies and procedures outlined in the syllabus.

COURSE: CVC-INTRODUCTION TO BUSINESS (DHS-Dual credit course)

STUDENT: __________________________________________

PARENT / GUARDIAN: __________________________________________

PARENT EMAIL CONTACT: __________________________________________

PARENT PHONE CONTACT: __________________________________________

DATE: ______/_____/______

Completed Acknowledgement Form Received by Instructor: __________________________ Date: ____/____/____