Darrell H. Thompson, Instructor  
Office W-215 - Mountain View College  
Email answered within 24 hr. weekends longer  
I can be contacted best by email as I check email seven days a week.  

When emailing the instructor with questions, please include your name, course and section.

NOTE: The instructor reserves the right to modify the course requirements, assignments, grading procedures, and other related policies as circumstances may dictate.

ISBN 9781305511064  
Pride, Hughes, & Kapoor

I do not recommend that you purchase your text online in the winter semester. If you do, when the first exam is due, "I don't have a text book" is will not be an excuse.

COURSE DESCRIPTION: The course provides an overall picture of business operations; includes an analysis of specialized fields within business organizations; and identifies role of business in modern society.

COURSE OVERVIEW: The objectives of the course will be accomplished through the use of textbook reading assignments, Discussion Questions, and case studies, and instructor interaction.

COURSE OBJECTIVES: The goal of Intro to Business is to provide students with an “insider’s” view of the concepts and processes involved in business and business operations. The course is designed:

- to define the basic concept of business, summarize the types of companies that comprise the world of business, and explain business interdependence and competition. The basic resources used by businesses are identified and described, and the reasons for students to study business are explained.
• to show how business has historically evolved in response to changes in the business environment, identify and describe the forces that affect the business environment, and explain how companies respond to and often cause changes.

• to explain how business is influenced by various economic factors, define and compare capitalism with the principal planned economic systems used in the world of business, and summarize their influence on international business operations. The various types of competition are defined and explained. The techniques used to measure and predict economic performance and trends are also identified and described. The evolution of the American business system is summarized and the business cycle and its effects on business decisions are explained.

• to describe the general structure of the U.S. legal system, identify the laws that are applicable to business operations, and explain the impact of these laws on business activities. In addition, the basic legal considerations applicable to contracts, property, negotiable instruments, agencies, bankruptcy, and international operations are addressed. The impact on intellectual property is emphasized.

• to summarize the scope and influence of government involvement in business activities. The role of U.S. and foreign governments as regulators or referees is described, and key U.S. regulations are identified and explained. The role of government as a buyer of products and the types of support available from the government are also described. The impact of taxation on business decisions is also addressed.

• to explain the role of business in promoting social responsibility and ethical behavior at all levels in business operations.

• to define the scope and importance of international business, and learn the basic economic, political, social, and cultural factors that companies must accommodate to compete successfully in global market.

• to understand the importance of information in managing a business; to identify the types of information managers need; to explain the current processes and computer tools used for collecting, storing, processing, and presenting information; and to discuss the processes and tools that may be available for managing information in the future.

• to describe the three basic forms of business ownership, i.e., sole proprietorship, partnership, and corporation, and explain the advantages and disadvantages of each form; to describe how corporations are formed and organized, three special types of corporations, and the process of corporate mergers; to describe alternate forms of business and how business ownership forms differ in other countries.

• to define small business, to identify the typical industry categories in which small businesses are concentrated, and to examine their advantages and disadvantages and their contributions to the economy.

• to define the concept and importance of management; explain the functions, levels, and roles of managers in operating a business; describe the principal styles of management; and explain the process of deriving a management decision.
to explain the reasons for having a formal organization and describe the process of building and refining an organization structure to meet business objectives. In addition, the concepts of authority, responsibility, accountability, and chain of command are explained. The types and impact of informal organizations are also explained.

- to identify the functions of human resources management, describe their importance to and impact on the activities of a business, and illustrate the influence of environmental forces, such as cultural diversity and federal legislation, on the human resources management function.

- to describe the concept of work environment, identify the factors that influence a work environment, and explain how the work environment affects business operations. Several techniques for improving employee motivation and the work environment are described.

- to describe the relationship between labor and management, the activities of labor unions, and their impact on business operations; explain the U.S. government’s role as intermediary; describe the bargaining tools available to unions and management; and explain the roles of unions and management in other countries.

- to define the concept of marketing, describe the marketing process, identify the associated activities, describe the factors that influence consumer buying behaviors, and explain the importance of marketing in providing a company with a competitive edge.

- to describe how products and services are defined and developed, and explain their relationship within the context of marketing. The various classes of products, the four stages of the product life cycle, and the elements of product identification are also identified and explained. The uses and importance of branding, packaging, and labeling are explained.

- to understand the concept of operations management as it applies to different types of businesses; to be able to explain the aspects of developing ideas, planning, and controlling in operations management; and to understand the impact of technological advances, productivity trends and the international marketplace on operations management.

- to explain the importance of pricing products and services in a manner that will produce a profit for a company in a competitive market environment. Various pricing objectives, methods, and strategies are described, and special considerations for international markets are explained.

- to define the concept of promotion, and explain its importance in informing potential customers about a company and/or the products and services it supplies. The primary methods of promoting products and services are defined, and their individual characteristics and uses are described.

- to examine various channels of distribution—the paths that products follow as they physically move from producer to the ultimate user. Distribution channels for consumer and industrial products are described. It illustrates how activities of distribution add value, assist producers in meeting customer demands, and can provide competitive advantage.
• to describe the functions and important characteristics of money, how the supply of money influences the market place, and how it is controlled in the business world.

• to describe short-term financing, its types, the methods for obtaining it, the business needs which require short-term financing and the sources of short-term financing.

• to describe the sources, uses, and types of equity and debt capital. The process of securing business capital for corporations through the sale of stocks and bonds is explained. The markets and processes for investing in securities are also described.

• to explain how accounting processes are used to support management planning and control activities. The specific applications of accounting reports, budgets, and financial analyses are explained, and the special considerations associated with international accounting are addressed.

• to explain the concept of risk as it applies to business operations, and describe various management approaches used avoid or minimize financial losses. In addition, various types of insurance applicable to protecting businesses are identified and described. The special considerations for international business operations are also addressed.

STATEMENT OF WORKPLACE AND FOUNDATION COMPETENCIES (SCANS):
The Secretary’s Commission on Achieving Necessary Skills (SCANS) was appointed by the Secretary of Labor to determine the skills our young people need to succeed in the world of work. This University/College is determined to prepare you with the knowledge and skills you need to succeed in today’s dynamic work environment. Towards this goal, these workplace competencies and foundation skills have been designed into the curriculum for this course:

Common Workplace Competencies
• Manage Resources: Time/Staff
• Exhibit Interpersonal Skills: Work in teams/Teach others/Serve customers/Lead work teams/Negotiate with others
• Work with Information: Acquire and evaluate data/Organize and maintain information/Interpret and communicate data
• Apply Systems Knowledge: Work within social systems/Work within organizational systems/Monitor and correct system performance

Foundation Skills
• Demonstrate Basic Skills: Reading/Writing/Speaking/Listening
• Demonstrate Thinking Skills: Creative thinking/Decision making/Problem solving/Thinking logically

COURSE REQUIREMENTS:
The following lists a summary of the course requirements;

<table>
<thead>
<tr>
<th>Test</th>
<th>Points</th>
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<tbody>
<tr>
<td>#1</td>
<td>100</td>
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<td>#2</td>
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<td>#3</td>
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<td>#4</td>
<td>100</td>
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</tbody>
</table>
Late work.
I do accept work early, but I do not accept late work. Unless there is a doctor or hospital note accounting for the time the assignment was due, I do not accept work after the due date. ALL my due dates are at NOON. Not midnight, two hours late, or “gosh I forgot”.

EXAMINATION AND TESTING:
You will be required to complete examinations during the course of the semester. The times and dates for completing the exams will be posted on the class website.

<table>
<thead>
<tr>
<th>Test #</th>
<th>LESSONS INCLUDED</th>
<th>TESTING DATES</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1 – 3</td>
<td>Please check the class website for due dates.</td>
</tr>
<tr>
<td>2</td>
<td>4 - 6</td>
<td>Each exam may be taken up to 3 times each total. But not after the due date.</td>
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<tr>
<td>3</td>
<td>7 – 9</td>
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<tr>
<td>4</td>
<td>10 – 12</td>
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<td>5</td>
<td>13 - 15</td>
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Cases
Case due dates will be posted on the website and will not be accepted late, but they may be turned in early.

Test Operations
All your examinations may be taken on on-line at Ecampus.DCCCD.EDU. The process for accessing Ecamps is involved, but simple. The steps are:
1. Go to Ecampus.dcccd.edu or www.Ecampus.DCCCD.Edu (your ISP determines which one will work for you)
2. Click on the word "logon"
3. It is a good idea to add this page to your "favorites/bookmarks"
4. This screen is to sign on - use your student ID number as both your name and password
5. Click OK.
6. This screen is your personal Blackboard and every distance learning course you are in is listed. Click on the course you wish to visit and you will be in that instructor's course website.
7. Click on student tools and click update your information.
8. Update all of your information and click on the button on the bottom of the page "update user information". - This will allow your instructor to have "correct information" to mail you class materials, etc.
9. Click on "Course Information". - Your syllabus is here.
10. Feel free to explore the buttons, to see what is available for your use
If you have problems, let me know.

FINANCIAL AID:
"If you are receiving Financial Aid grants or loans, you must begin attendance in all classes. 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."

ACADEMIC HONESTY:
The purpose of the Student Code of Conduct is to provide guidelines for the educational environment of The Dallas County Community College District. Such an environment presupposes both rights and responsibilities. Disciplinary regulations at the college are set forth in writing in order to give students general notice of prohibited conduct. Students should be aware of disciplinary actions for all forms of academic dishonesty, including cheating, fabrication, facilitating academic dishonesty, plagiarism, and collusion. Your College Catalog and the DCCCD Catalog contain the entire Student Code of Conduct, which is also available on the Internet at http://www.dcccd.edu.

DROP POLICY:
IT IS THE STUDENT'S TOTAL RESPONSIBILITY TO DROP A COURSE OR WITHDRAW FROM THE COLLEGE: FAILURE TO DO SO WILL RESULT IN RECEIVING A PERFORMANCE GRADE, USUALLY A GRADE OF "F".
If you are unable to complete this course, you must withdraw from it by the last day to drop as indicated on the fee receipt. Withdrawing from this course is a formal procedure, which you must initiate: I cannot do it for you. You may do this in admissions or counseling. Students sometimes drop courses when help is available that would enable them to continue. I hope you will discuss your plans with me if you feel the need to withdraw.

OTHER SCHOOL POLICIES:
www.mountainviewcollege.edu/syllabipolicies

Case Studies: May be found on the class website.