



Syllabus: BUS 100-4 INTRODUCTION TO BUSINESS (Online w/Zoom)

Course Information

Course Title: Introduction to business (Online with Zoom)

Course Prefix/Number: BUS 100-3

Semester: Spring 2022

Class Days/Times: Monday and Wednesday 7:00-8:15 PM

Credit Hours: 3

Instructor Information

Name: Letitia Julian

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Office location: San Carlos Apache College

Office hours: By appt via zoom

Course Description

Introduces key principles of business operations in the private enterprise system. Includes contemporary business and its environment, structure of American business, management principles of the organization, people, and production, marketing management, information systems and accounting and financing the enterprise.

Student Learning Outcomes

Discuss the historical and contemporary aspects of the private enterprise system including the related environments of economics in the United States, international business, social responsibility, and business ethics.

Analyze the structure of American business, emphasizing the forms of business ownership, entrepreneurship, small business operations, business financing, and total quality management.

Describe the principles of managing organizations, people, and production including the

management of internal organizations, operations, human resources, effective teamwork, business communication, and labor-management relations.

Describe the principles of marketing management including customer satisfaction, product and pricing strategies, distribution strategy, and promotion strategy.

Explain business information systems and accounting procedures.

Explain the principles of financing in the private enterprise system focusing on financial management principles, the operations of financial institutions, and an overview of the securities markets.

Course Structure

The course will introduce students to the accounting concepts through instructor lectures, power point presentations and class discussions. The student will learn through an interactive approach including participation in problem solving. Students should attend all class periods and be prepared by reading assigned class materials and completing assigned homework problems. Be prepared for quizzes on the homework within first ten minutes of class period.

Course Learning Materials and Textbook Information

Textbook:

William G. Nickels, James M. McHugh, Susan M. McHugh,
“Understanding Business”, 120th Edition, Boston, Irwin/McGraw Hill, 2019.

Courses Outline and Important Dates

Lesson	Chapter Topic
Week 1	Introduction/Class Requirements
Week 2	1 Taking Risks and Making Profits within the Dynamic
Week 3	2 Understanding How Economics and how it Affects Business
Week 4	3 Doing Business in Global Markets
Week 5	4 Demanding Ethical and Socially Responsible Behavior
Week 6	5 How to Form a Business
Week 7	Mid Term
Week 8	SPRING BREAK
Week 9	6 Entrepreneurship and Starting a Small Business
Week 10	7 Management and Leadership
Week 11	8 Structuring Organizations for Today's Challenges
Week 12	9 Production and Operations Management
Week 13	10 Motivating Employees
Week 14	11 Human Resource Management: Finding and Keeping the Best Employees
Week 15	12 Dealing with Union and Employee Management Issues
Week 16	Final

DISCLAIMER: This syllabus is designed to evolve and change throughout the semester based on class progress and interests. You will be notified of any changes as they occur.

Important Dates:

Spring Admissions Deadline Jan 14, 2022
 Martin Luther King Jr. – College Closed Jan 17, 2022
 First Day of Instruction Jan 18, 2022
 Registration Deadline Jan 21, 2022
 Drop/Full Refund Deadline Jan 31, 2022
 Week 4 Progress Reports Feb 11, 2022
 Presidents Day – College Closed Feb 21, 2022
 45th Day Census Mar 4, 2022
 Spring Break – No classes Mar 7-11, 2022
 Graduation Applications Due Mar 14, 2022
 Week 8 Progress Reports Mar 18, 2022
 Summer/Fall Registration Begins Mar 21, 2022
 Withdrawal Deadline Mar 30, 2022
 Week 12 Progress Reports Apr 15, 2022
 Last Day of Instruction May 6, 2022
 Final Exams May 9-13, 2022
 Final Grades Due May 13, 2022
 Commencement May 21, 2022

Evaluations and Grading & Assignments:

Homework -12 assignments (50 points)	points: 600
Mid Term- Week 7 (100 Points)	points: 100
Final- Week 16 (100 Points)	points:100
TOTAL POINTS: 800	

90 and above is an A
 80 - 89 is a B
 70 - 79 is a C
 60 - 69 is a D
 Under 60 is Failing

Your grade will be determined by the following:

Your grade will be determined by the accumulation of points earned through the completion the required assignments in a timely manner.

Keys for student success

The material in this course is cumulative, each topic builds upon the previous topic, it is very important that students stay current to understand the material covered before moving on the next topic. The course is fast paced; therefore, it is imperative that students do not fall behind. This requires completing the reading and homework assignments prior to class.

Course Feedback:

All assignments will be graded and returned to the students promptly, typically within a week after the assignment is closed for handing in. Email and phone messages will be returned within two days. A student or the instructor may request a student conference at any time during the semester. Quarterly grade reports will be provided to each student, either in person, by email or via the electronic system of Canvas.

Apache Cultural Component

San Carlos Apache College is in the process of developing culturally relevant curriculum and coursework in Apache history, culture, and language. Student and community feedback will guide this process. All SCAC instructors will find ways to incorporate culturally relevant topics and materials into their courses as appropriate.

Policies and Expectations**Attendance Policy**

You are expected to arrive to Zoom class on time and be prepared to participate in each class period. Four unexcused absences may result in withdrawal and a “W” or “Y” will be recorded. Course Syllabus DISCLAIMER: This syllabus is designed to evolve and change throughout the semester based on class progress and interests. You will be notified of any changes as they occur. You may request to be excused from class for religious observances and practices, for illness, for school or work-related travel or for personal or family emergency. If you will be absent, please notify the instructor as soon as possible.

Academic Integrity:

Violations of scholastic ethics are considered serious offenses by San Carlos Apache College. Students may consult the SCAC Student Handbook sections on student code of conduct, on scholastic ethics and on the grade appeal procedure.

All work done for this class must be your own, or the original work of your group. While you may discuss assignments with other class members, the final written project must clearly be original. You may use work from books and other materials if it is properly cited.

Course Feedback:

All assignments will be graded and returned to the students promptly, typically within a week after the assignment is closed for handing in. Email and phone messages will be returned within two days. A student or the instructor may request a student conference at any time during the semester. Quarterly grade reports will be provided to each student, either in person, by email or via the electronic system of Canvas.

Incomplete Policy

Incomplete (I) grades are not awarded automatically. The student must request an "I" from the instructor who can choose to award an Incomplete only if all three of the following conditions are met:

1. The student must be in compliance with the attendance policy.
2. The student must have unavoidable circumstance that would prohibit the student from completing the course.
3. The student must have completed over 75% of the course requirements with at least a "C" grade.

Incompletes are not a substitute for incomplete work due to frequent absences or poor academic performance. Incomplete grades that are not made up by the end of the ninth week of the following semester will be automatically changed to an F if the agreed upon work, as stipulated on the written form signed by the instructor and the student when the I grade is awarded, is not completed.

Instructor Withdrawals

Students who have missed four consecutive classes (or the equivalent) not submitted any assignments nor taken any quizzes by the 45th day census report, due on [date of 45th day found in Academic Calendar on SCAC website] are assumed NOT to be participating in the class and may be withdrawn at the faculty member's discretion. [faculty members should be clear in their withdraw policy, if you do not withdraw students please note in appropriate sections].

Student Withdrawals

Students may withdraw from class at any time during the first 2/3 of the semester without instructor permission and without incurring any grade penalty. Please be sure to withdraw yourself by [withdrawal deadline date found in Academic Calendar on SCAC website] if you do not expect to complete the class, otherwise you may receive an "F" grade.

Special Withdrawals (Y) Grade

The "Y" grade is an administrative withdrawal given at the instructor's option when no other grade is deemed appropriate. Your instructor must file a form stating the specific rationale for awarding this grade. "Y" grades are discouraged since they often affect students negatively. Your instructor will not award a "Y" grade without a strong reason.

Equal Access Statement/Disability Accommodations

San Carlos Apache College seeks to provide reasonable accommodations for qualified individuals with disabilities. The College will comply with all applicable regulations, and guidelines with respect to providing reasonable accommodations as required to ensure an equal educational opportunity. This process includes self-identifying as a student with a disability, providing supporting documentation of their disability, and being approved for services through the Disability Resources Office (DRO). It is the student's responsibility to make known to their instructor(s) the student's specific needs within the context of each class in order to receive appropriate accommodations. We will work together in order to develop an accommodation plan specifically designed to meet the individual student's requirements.

Title IX

San Carlos Apache College encourages each student to have the knowledge and skills to be an active bystander who intervenes when anyone is observed or being harassed or endangered by sexual violence. Sexual discrimination and sexual violence can undermine students' academic success and quality of life on campus and beyond. We encourage students who have experienced or witnessed any form of sexual misconduct to talk about their experience and seek the support they need.

Conduct: Bias, Bullying, Discrimination and Harassment

San Carlos Apache College faculty and staff are dedicated to creating a safe and supportive campus environment as a core value. Harassment based on age, class, color, culture, disability and ability, ethnicity, gender, gender identity and

expression, immigration status, marital status, political ideology, race, religion/spirituality, sex, sexual orientation, and tribal sovereign status will not be tolerated.

Classroom Behavior

- Possession of drugs, alcohol or firearms on college property is illegal.
- Cameras are REQUIRED to be turned on during class, this is an interactive online class that requires class participation.
- If your zoom screen is black or just has a photo, you will be marked absent.
- Cellphones should be turned off during class, unless the instructor is allowing students to use their tools (calculator, internet access).
- No accessing social media during class, no pictures taken, or videos made of Instructors/fellow students, posted on any type of social media, at any time.
- Students creating disturbances that interfere with the conduct of the class or the learning of others will be asked to leave.
- Student behavior is also detailed in student handbook under Student Code of Conduct Violations
- No visitors are allowed, thus meaning people in the background, or sitting beside you while class is in session.

Make-up policy:

Late assignments that can be made up will be accepted but will be penalized 25%. Laboratories cannot be made up except in the case of college closure. At the instructor's discretion, extra credit opportunities and optional activities may be provided.

Prepared By: Letitia Julian Date:1/11/2022