

Nashville State Community College
Business, Applied Arts & Technologies Division
Business Management

Master Course Syllabus

BUS 1113 Intro to Business

3 Credits

3 Class Hours

An introduction to the private enterprise system. Topics covered include forms of business organizations, business finance, human resource management, production, entrepreneurship, business ethics, marketing, and the changing business environment. Prerequisite(s): Completion of all competencies in Learning Support reading.

Instructor Information:

Name:

Email:

Office Phone:

Office Location:

Office Hours:

Textbook and Other Materials:

Textbook: *Understanding Business, 10th edition* by Nickels, McHugh, & McHugh

Materials: None

Course Outcomes:

Upon successful completion of this course, students should be able to:

- Describe various business system components.
- Discuss US business in relation to the changing global environment.
- Explain the advantages, disadvantages, challenges, and opportunities of the major forms of business.
- Review the role of management, human resource management, and production and operations management in the business environment.
- Review the role of marketing in a global environment.
- Discuss the key principles of the management of business financial resources.

Course Competencies:

The following are detailed course competencies intended to support the course outcomes:

- Identify and explain the components of the private enterprise system.
- Describe the major features of the three alternative economic systems.
- Identify and define the major contemporary societal challenges facing business.
- Discuss the major economic challenges facing American businesses.

- Describe the three major forms of business ownership and the advantages and disadvantages of each form.
- Specify the challenges, opportunities, and risks of creating, owning, and operating a small business.
- Summarize and explain the functions of management.
- Explain the strategic importance of the human resource function in business.
- Discuss the functions performed by human resource management.
- Summarize how the major types of plans are derived from the planning process.
- List and define the elements of customer-driven marketing.
- Specify the types of information necessary for management decision making.
- Contrast the two methods of financing business activities.
- Explain the significant way businesses must change to remain competitive in a global economy.
- Debate the appropriate role and potential impact of government in the business community.
- Defend the importance of ethics in the conduct of business.
- Explain how supply and demand interact in a market economy to determine what is produced, how much, and at what price.
- Describe the major aspects of production and operations management.

Course Assessments:

- Assigned material in the textbook (see the SCHEDULE)
- Four online tests
- Homework /Case Study assignments

ONLINE TESTS

Test questions for each of the online tests will come from material covered in the textbook and the Web lessons. The online tests are timed and one attempt is allowed. You will be allowed two hours to complete a test. You may use one page of notes for each test (8 1/2 X 11, both sides). In order for the online tests to be proctored, you must take them in the Testing Center in the Library on the Nashville State campus or at a Nashville State off-campus site. You must have a photo I.D. to take tests in the Testing Center.

TEST MAKE-UP POLICY

Tests will not be available after the deadline published in the Schedule. Missed tests will receive a grade of zero. There will be a five point per day grade reduction for late tests in the unlikely event that an extension is approved. Clearly, this is to encourage you not to procrastinate until the deadline. You should read Testing Instructions.

CASE STUDIES

There will be three written assignments due throughout the semester. The assignments will be related to "The Manager's Hot Seat" videos that can be accessed through the CONTENTS page of the web course. Answer all assignments in a professional manner. Use complete, well thought-out sentences with no grammatical errors. You should read Etiquette for Email.

EXTRA-CREDIT

Extra-credit can be earned by completing the Practice Tests. Practice Tests are available through the QUIZZES page. You will be able to earn up to 10 points towards your final average

and credit will be awarded based on the percentage of correct responses that you submit during the semester. For example, there are 12 Practice Tests, and if you make a 90% on every test, you will have 9 points added to your final average. OR if you make 100% on 6 tests, you will have answered 50% of all possible questions correctly, and you will have 5 points added to your final average. (This means that you can improve your average by a whole letter grade by correctly completing all of the Practice Tests.) The Practice Tests are a very valuable study tool.

Grading Policy:

4 Tests @ 100 each	400
3 Case Studies @ 25 each	75
Participation in Course/Timeliness	25
TOTAL POINTS	500

Grading Scale:

Grades will be determined as follows (Average = Total points earned / Total points):

Grade	Average	Points
A	90 – 100	450-500
B	80 -- 89	400-449
C	70 -- 79	350-399
D	60 -- 69	300-349

Attendance Policy

A student is expected to attend all scheduled classes and laboratories. Each instructor will formulate an attendance policy and provide it on the course syllabus. Absences are counted from the first scheduled meeting of the class, and it is the responsibility of each student to know the attendance policy of each instructor in whose class he/she is enrolled. If a student is absent from a class, he/she should give an advanced explanation to the instructor. Absences in a course may affect a student's final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

Failure to attend class will result in a final course grade of "FA" or "FN" (see explanation below) depending on the individual instructor's course policy.

FA= failure, attendance-related (unofficial withdrawal) Last recorded date of attendance required.

FN= failure, never attended class (unofficial withdrawal)

Student Communication Channels

It is the student's responsibility to check D2L and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. D2L contains specific course information and MyNSCC contains information important for other purposes.

Early Warning System

Nashville State Community College has implemented an Early Warning System to notify students via e-mail about academic problems such as poor classroom attendance, poor performance on assignments/tests, poor communication skills, late/missing assignments, and/or lack of classroom participation. Please note that Early Warning Alerts do not affect a student's academic standing.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Student Disabilities Office at 353.3721.

Classroom Misconduct

Nashville State Community College has a zero tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary sanctions. Please consult your Student Handbook for more specific details.

The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity. He/she can order temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or in conduct which violates the general rules and regulations of the College.

Disruptive behavior in the classroom may be defined as, but is not limited to, behavior that obstructs or disrupts the learning environment (e.g., offensive language, harassment of students and professors, repeated outbursts from a student which disrupt the flow of instruction or prevent concentration on the subject taught, failure to cooperate in maintaining classroom decorum, etc.), the continued use of any electronic or other noise or light emitting device which disturbs others (e.g., disturbing noises from beepers, cell phones, palm pilots, lap-top computers, games, etc.).

Please be aware that children are not allowed in class or unattended on campus.

Academic Dishonesty (Honor Code)

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. "Plagiarism may result from: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words (A Writer's Reference 331). Academic dishonesty may be defined as, but is not limited to, intentionally trying to deceive by claiming credit for the work of another person, using information from a web page or source without citing the reference, fraudulently using someone else's work on an exam, paper, or assignment, recycling your own work from another course, purchasing papers or materials from another source and presenting them as your own, attempting to obtain exams/materials/assignments in advance of the date of administration by the instructor, impersonating someone else in a testing situation, providing confidential test information to someone else, submitting the same assignment in two different classes without requesting both instructor's permission, allowing someone else to copy or use your work, using someone else's work to complete your own, altering documents, transcripts or grades, and forging a faculty/staff member's signature.

In addition to other possible disciplinary sanctions that may be imposed through regular college procedures as a result of academic dishonesty the instructor has the authority to assign an "F"

or a “Zero” for the exercise, paper, or examination or to assign an “F” for the course. Students may appeal through the appropriate college grade appeal procedures.

Inclement Weather Policy

In the event of an inclement weather event, check the Nashville State web site home page at www.nsc.edu for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

When classes are cancelled, an online assignment will be posted in NS Online. Check your NS Online email for a message from your instructor regarding your online assignment requirements. Even though classes may be cancelled, some areas, i.e. Testing Center, may be open.

However, you should check before commuting to campus.

The Vice President for Academic Affairs and the Director of Security are responsible for cancellation decisions during an inclement weather event for the Nashville State main campus and the Southeast campus. Cookeville, Waverly, and Dickson Campus Directors will make class cancellation decisions based on conditions in their respective areas. Decisions about class cancellations are based on actual conditions, not forecasts. The perspective used for making decisions is that of the college as an employer, not as a K-12 institution. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

NOTE: This syllabus is meant simply as a guide and overview of the course. Some items are subject to change or may be revised at the instructor’s discretion. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.