

Introduction to Business (BUS142) Course Syllabus

Instructor Information:

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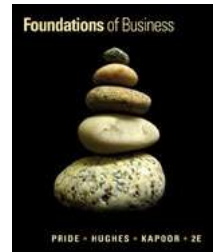
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Introduction to Business Course Catalog Description: Covers the objectives, organization and role of business in the free enterprise system. The course is designed to provide an overview of the field of business and to provide a framework into which specialized fields may be studied.

Textbook: Foundations of Business 2nd Edition by Pride, Hughes, and Kapoor, 2011. ISBN# 9780538744515. Contact the Lake Land College Bookstore to get your book.



Course Overview:

Part 1: The Environment of Business

Chapter 1-Exploring the World of Business and Economics (pages1-32)

Chapter 2-Being Ethical and Socially Responsible (pages 33-65)

Chapter 3-Exploring Global Business (pages 66-94)

Part 2: Business Ownership and Entrepreneurship

Chapter 4-Choosing a Form of Business Ownership (pages 100-126)

Chapter 5-Small Business, Entrepreneurship, and Franchises (pages 127-154)

Part 3: Management and Organization

Chapter 6-Understanding the Management Process (pages 158-179)

Chapter 7-Creating a Flexible Organization (pages 180-203)

Chapter 8-Producing Quality Goods and Services (pages 204-228)

Part 4: Human Resources

Chapter 9-Attracting and Retaining the Best Employees (pages 232-259)

Chapter 10-Motivating and Satisfying Employees and Teams (pages 260-286)

Part 5: Marketing

Chapter 11-Building Customer Relationships through Effective Marketing (pages 289-313)

Chapter 12-Creating and Pricing Products That Satisfy Customers (pages 314-345)

Chapter 13-Distributing and Promoting Products (pages 346-381)

Part 6: Managing Information, Accounting, and Financing

Chapter 14-Understanding Information and e-Business (pages 385-414)

Chapter 15-Using Accounting Information (pages 415-443)

Chapter 16-Mastering Financial Management (pages 444-471)

Personal Budget Project

Class Evaluation: All assignments and tests are worth a certain number of points. The sum of the points earned by the student divided by the total points possible in the course will determine each student's percentage grade. The grading scale for this course is:
90-100% = A 80-89% = B 70-79% = C 60-69% = D

Point Breakdown for Introduction to Business:

Introductory Assignment is worth 10 points

Discussion Board Postings are worth 5 points for each chapter (16 chapters = 80 points)

Chapter Outlines are worth 15 points for each chapter (16 chapters = 240 points)

Quizzes are worth 10 points for each chapter (16 chapters = 160 points)

Exams are worth 75 points each (6 Exams = 450 points)

Personal Budget Project is worth 50 points

Course Assessment Exam is worth 10 points

Total Points Possible for the Course = 1,000 points

Keeping Track of your Grade: It is the student's responsibility to keep track of his or her grade. Students not actively participating in the class may be dropped at the instructor's discretion. You can check your earned points using the "My Grades" section of blackboard. This area has been set up to calculate your grade AFTER a UNIT has been completed.

Lake Land College Student Academic Integrity Policy: Academic integrity has been a time honored tradition at Lake Land College. It is the student's responsibility to be aware of and adhere to the guidelines of the College's academic integrity policy to prevent disciplinary action. A copy of the policy can be found in your student handbook and on the Lake Land College website.

Basically what the policy states is that: **Copying the work of another will result in disciplinary action such as dismissal from this course. Knowingly permitting your work to be copied will also result in disciplinary action such as academic probation and/or dismissal from this course.**

That means **do your OWN individual chapter outline and other work.** Never submit someone else's outline or work as your own or allow your outline or other work to be submitted by someone else (even if they take the class during a different semester). Anyone caught submitting someone else's work will be reported for disciplinary action. Don't be a cheat! Do your own work!

Remember to set a schedule for yourself to complete course work well before the published due dates.

Good Luck with the Course!