



Nunez Community College

Introduction to Business Course Syllabus

Fall Semester 2006

Course: Introduction to Business

Building: AST

Room Number: Rm 2-207

Days and Times:

Section 124: TTH 11:00 – 12:15 pm

312: MW 7:00 – 8:15 pm

Division: Business and Technology

Instructor: d barbe'

Office Location: AST 2-203

Office Hours: MW 4:30 – 5:30 pm

M-TH 12:15 – 1:30 pm

Telephone: cell 504-250-2637

e-mail Address: barbe.ncc@charter.net or

dbarbe@nunez.edu

Division Telephone: 278-7486

CATALOG DESCRIPTION: Introduces student to business functions and their effect on the economy. Serves to familiarize the student with various specialized fields and business terminology.

TEXTBOOK: Understanding Business, 7th ed., (see instructor if you have an earlier edition) Nickels, McHugh and McHugh. ISBN 0-07-253876-7 Book required; CD optional. **Also Required:** Scantron forms

COURSE GOAL: Provides the beginning student with a broad overview of all types of business activity, and a valuable perspective for subsequent business courses.

COURSE REQUIREMENTS: Numerous in- and out-of-class assignments, Internet and library exercises will be required for most chapters. There will be approximately five regular examinations, each covering several chapters, and one cumulative final. Students work individually and in groups. All are expected to contribute to in-class as well as on-line discussions. Each student must provide an e-mail address for class correspondence. Some class assignments and materials may be distributed on-line, via the instructor's Blackboard site at <http://lctcs.blackboard.com>.

COURSE COMPETENCIES: To complete this course with credit the student must display an adequate understanding of the material presented by earning a 70% or higher average of scores on all work given. The student must be able to demonstrate:

1. Knowledge of today's business environment through examinations;
2. Comprehension of today's business environment through a group project, group discussions, and individual papers;
3. An understanding our economic system, and its relationship to business in the U. S. through exams, group discussions, and individual Internet/library research papers;
4. A comprehension of the growing importance of the global market through exams and individual papers;
5. Application of ethical behavior, as evidenced by group discussion and an individual paper;
6. Through exams, knowledge of business terminology;
7. Knowledge of the various operating functions and responsibilities within a business environment through examinations;
8. Comprehension of the various operating functions and responsibilities within a business environment through group projects, group discussions, and individual papers;
9. Incorporation of the various operating functions and responsibilities within a business environment in a group project and individual paper;
10. Understanding of general marketing principles, as evidenced by examinations, group discussions, and individual projects.

COURSE POLICIES:

Grading: GRADES WILL NOT BE "CURVED" or rounded. Final grades will be determined by averaging numerical scores according to the following scale:

Letter Grade: A	90 - 100%
B	80 - 89%
C	70 - 79%
D	60 - 69%
F	under 60%

and according to the following weights:

Assignments	20%
Examinations (regular and final are equally weighted)	80%

Class Preparation: Students are expected to attend class prepared for the current day's work. Preparation for class includes, but is not limited to, reading the textbook material and completing all assignments.

Graded Work: NO "make-ups" are allowed. All work not timely completed will receive a zero score. However, a student is allowed to take tests or complete other in-class assignments with any other BUSN 1100 section taught by the instructor. At the time the final grade is determined, the lowest test score will be dropped.

Failure to Drop: Students who stop attending class will receive an "F" in the class if they do not officially drop the class by **Friday, November 10th**.

Other: It is the responsibility of all students to familiarize themselves with the student responsibilities, disciplinary procedures, and the rules and regulations of the college as stated in the Nunez Catalog/Student Handbook, including, but not limited to, the safety, absence, cheating, plagiarism, and Americans with Disabilities Act policies, as well as the academic calendar, **AS THESE ALSO APPLY TO THIS CLASS.**

COURSE SEQUENCE (Tentative)

Orientation

Part 1: Business Trends

Ch 1 – Managing within the Dynamic Business Environment

Ch 2 – How Economics Affects Business

Test # 1 (Ch 1 and 2)

Ch 3 – Competing in Global Markets

Part 2: Business Ownership

Ch 5 – Choosing a Form of Business Ownership

Ch 6 – Entrepreneurship and Starting a Small Business

Test # 2 (Ch 3, 5, and 6)

Part 3: Management

Ch 7 – Management, Leadership, and Employee Empowerment

Ch 8 – Adapting Organizations to Today's Markets

Test # 3 (Ch 7 and 8)

Ch 4 – Demonstrating Ethical Behavior

Ch 9 – Producing World Class Goods and Services (time permitting)

Part 4: Human Resources

Ch 10 – Motivating Employees

Ch 11 – Human Resource Management

Test # 4 (Ch 10 and 11)

Part 5: Marketing

Selected parts of Ch 13 through 16 will be covered

Test # 5 (Ch 13-16)

Cumulative Final Exams Day class: Thursday, Dec. 7, from noon til 2:00 pm

Night class: Wednesday, Dec. 13, from 6:00 – 8:00 pm