

Henry Ford Community College

Business and Economics

Introduction to Business BBA 131

Course Syllabus

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Credit Hours: 4

Semester: Fall 2010

Course Description

This survey course presents an overall integrated picture of American business and its operations.

Included are such topics as forms of business ownership, management, internal organization, production, marketing, short- and long-term financing, insurance, accounting principles, business law, and relationship of government to business.

Course Objectives / Topics

By the completion of this course, each student should be able to:

1. Explain the role of business in the American economic system,
2. Identify and define the scope of management,
3. Identify and define the four functions of management,
4. Discuss the planning process,
5. Discuss the controlling process,
6. Identify and define the forms of organization,
7. Discuss the advantages and disadvantages of a proprietorship,
8. Discuss the advantages and disadvantages of a partnership,
9. Discuss the advantages and disadvantages of a corporation,
10. Discuss the advantages and disadvantages of limited-liability companies,
11. Identify and discuss internal organizational structures,
12. Discuss the process of staffing and organization,
13. Identify and discuss the different styles of leadership,
14. Discuss motivational theory,
15. Discuss production control,
16. Identify and define the components of the marketing mix,
17. Discuss market segmentation,
18. Discuss the product life cycle,
19. Discuss the steps in product development,
20. Discuss pricing strategies,
21. Discuss the advantages and disadvantages of various advertising media,

22. Discuss publicity as a marketing strategy,
23. Discuss personal selling as a marketing strategy,
24. Identify and define the channels of distribution,
25. Discuss the role of wholesalers and retailers in the distribution process,
26. Discuss the process of physical distribution,
27. Explain a balance sheet,
28. Explain an income statement,
29. Explain the concept of cash flow, and
30. Discuss the sources of short- and long-term financing.

Required Textbook 1. Understanding Business, **9th Edition**; Nickels, McHugh, and McHugh; McGraw-Hill; 2008.

Course Outline

It is required that all chapters noted below are covered during this course; however, the instructor will determine the order and timing of instruction. Students are required to read the text prior to attending the course periods in which the material will be discussed.

- Class 1 Introduction to Course / Syllabus Distribution
- Class 2 Chapter 1 – Managing within the Dynamic Business Environment
- Class 3 Chapter 1 (cont'd)
- Class 4 Chapter 2 – How Economics Affects Businesses
- Class 5 Chapter 3 – Competing in Global Markets
- Class 6 Chapter 3 – Competing in Global Markets
- Class 7 Unit 1 Test (Chapters 1,2,3)
- Class 8 Chapter 4 – Demonstrating Ethical Behavior and Social Responsibility
- Class 9 Chapter 5 – Choosing a Form of Business Ownership
- Class 10 Chapter 6 – Entrepreneurship and Starting a Small Business
- Class 11 Unit 2 Test (Chapters 4,5,6)
- Class 12 Chapter 7 – Management, Leadership, and Employee Empowerment
- Class 13 Chapter 8 – Adapting Organizations to Today's Markets
- Class 14 Chapter 9 – Producing World-Class Goods and Services
- Class 15 Unit 3 Test Test (Chapters 7,8,9)
- Class 16 Chapter 10 – Motivating Employees and Building Self-Managed Teams
- Class 17 Chapter 11 – Human Resource Management
- Class 18 Chapter 12 – Dealing with Employee-Management Issues and Relationships
- Class 19 Unit 4 Test (Chapters 10,11,12)
- Class 20 Chapter 13 - Marketing
- Class 21 Chapter 13 (cont'd)
- Class 22 Chapter 14 – Developing and Pricing Products and Services
- Class 23 Chapter 15 – Distributing Products Quickly and Efficiently
- Class 24 Chapter 16 – Using Effective Promotional Techniques
- Class 25 Unit 5 Test (Chapters 13,14,15)
- Class 26 Chapter 17 – Understanding Financial Information
- Class 27 Chapter 18 – Financial Management

Class 28 Chapter 19 – Securities Markets

Class 29 Chapter 20 – Understanding Money, Financial Institutions, and Federal Reserve

Class 30 Unit 6 Test (Chapters 16,17,18,19, 20)

NOTE: There will be a project required for this class, a business case. Your project's subject will be submitted on Class 6 (Week 3) for approval, and project details will be explained. Final project is due on Class 28 (Week 14).

NOTE: Final exam date pending per college exam schedule.

Method of Instruction

This course will be taught in a Online format, but the student is also required to engage the material by means of weekly reading assignments, homework assignments, and group projects.

Course Evaluation

You will be required to do a lot of independent reading and studying for this course.

Please read all of the assigned chapters, and, most importantly, complete all exams and assignments as shown on the syllabus, course outline, or explained in class. Several exams and assignments will be given throughout the term, each with a firm due date. It is important that you attend class to make sure you are aware of your assignments and their due dates. Correct grammar and spelling is expected in all papers, and points will be deducted for errors.

All assignments, including tests and quizzes, will be evaluated on the following scale:

90 – 100 A

80 – 89 B

70 – 79 C

60 – 69 D

Below 60 F

Pluses “+” and minuses “-” will be given at instructor’s discretion.

Makeup Work Policy

The following is the class policy regarding makeup work, including tests:

1. If a student is aware that an exam or assignment was due before the absence occurred, the student is expected to make up that assignment as soon as he/she returns to the classroom.

NOTE: The student may not make up an exam during class time. It is the student’s responsibility to contact the instructor and make arrangements to complete the exam.

2. If a student was not aware of an exam or assignment due during his/her absence, the student will have the same number of days he/she was absent to make up the exam or assignment.

NOTE: It is the student’s responsibility to contact the instructor and make arrangements to complete the exam or assignment within a specific timeframe.

Makeup work will only be accepted for absences incurred due to one of the following reasons (documentation required): Jury duty, court summons, official HFCC function, death of immediate family member, illness resulting in hospitalization or physician’s

care, or military orders.

Areas and Value of Assessment for Final Grading

Percentage of Semester Grade

Homework Assignments

40%

Tests and Quizzes

50%

Final Exam

10%

Attendance Policy

Students are expected to attend class regularly and participate in classroom discussions. Poor attendance will negatively impact a student's course grade. In the event of an absence, the student accepts responsibility to find out what material was covered the day of his/her absence. No makeup work will be accepted without documentation to substantiate the validity of the absence.

If a student misses more than five class, his /her final grade will immediately be reduced by one whole letter grade.

If a student missed the schedule day of the final exam, a zero (0%) score will be calculated into the student's semester grade.

Withdraw / Drop Policy

Students are expected to comply with the college policy for dropping or withdrawing from classes. A student who plans to drop this class is required to formally notify the instructor prior to cessation of attendance. A student who does not follow the college's guidelines for dropping a class will be given a zero (0%) for the semester grade.

Academic Dishonesty

In accordance with the college's policy on academic integrity, any student who is caught in the act of plagiarism, or cheating of any description, will immediately fail the assignment in question, as well as be recommended for disciplinary action.

Classroom Policies

1. Cell phones must be turned off during class hours. Vibrate or silent mode is not sufficient, as it still is a distraction to the class.
2. Students are expected to give respect to both the instructor and fellow students during classroom discussion time. The repeated interruption of class due to disruptive behavior will result in both grade reduction and the removal of the student from the classroom.
3. No final grades are available prior to official notice from the registrar. Do not contact the instructor for grading information.
4. Students are expected to show up for class in a timely manner. Understandably, tardiness can not often be avoided, but disruption to the class is unfair to fellow

classmates. Likewise, students are expected to remain in the class once they have arrived. Leaving while class is in session is equally as disruptive.