

## Syllabus

Fayetteville Technical Community College

**Prefix Number and Title:** BUS 110 – Introduction to Business

**Semester and Year:** Spring, 2016

### Faculty Information:

**Instructor:** [Click here to enter text.](#)

**Office Location:** [Click here to enter text.](#)

**Office Hours:** [Click here to enter text.](#)

**Phone:** [Click here to enter text.](#)

**Email:** [Click here to enter text.](#)

### Section(s), Time(s), and Location(s):

[Click here to enter text.](#)

### Course Description:

This course provides a survey of the business world. Topics include the basic principles and practices of contemporary business. Upon completion, students should be able to demonstrate an understanding of business concepts as a foundation for studying other business subjects. This course has been approved to satisfy the Comprehensive Articulation Agreement pre-major and/or elective course requirement.

Class Hours	Lab Hours	Clinic Hours	Credit Hours
3	N/A	N/A	3

### Course Interaction:

#### Instructor Response and Availability:

The student can expect the instructor to:

Provide complete and well-organized course materials.

Encourage and answer questions and other communications.

Be available via the internet for online students during all scheduled office hours.

Grade and post all assignments and tests within seven days of the due date, except for major projects/papers that may require additional grading time.

Respond to emails no later than the next school business day (holidays and breaks are not school business days).

Use Eastern Standard Time for dates/times.

Be professional and respectful in all communications with students.

### **Expected Student Participation Level:**

The instructor can expect the student to:

Complete all required assignments and tests by the date due.

Ask questions when assistance is needed.

Regularly communicate with course instructor and other students as appropriate.

Actively engage in all required discussions.

Regularly check course site (including announcements and syllabus) for updates.

Maintain a record of his or her grades. Grades will be posted throughout the semester on the course Blackboard website.

Be professional and respectful in all communications with both instructor and other students.

Be honest and responsible.

Be committed to success in the course.

**Prerequisites:** None

**Co-requisites:** None

### **Required Textbooks:**

Understanding Business with Connect Plus Access Card Package by William G. Nickels, James M. McHugh, and Susan M. McHugh, Eleventh Edition, McGraw-Hill Irwin, 2016. ISBN: 9781259613197. This custom textbook package contains the Connect Access Code required for the course.

If you purchase your text from the FTCC bookstore, the access code is packaged with the text. If you purchase a used text with no access code, you can purchase the access code separately online from the McGraw-Hill website (<http://connect.customer.mheducation.com/student-start/>). See below for details.

The access code includes the e-book so you would not need a separate text if you purchase the access code alone. However, you cannot download the text if you only purchase the access code but you can print chapters or selected pages.

For information about the [FTCC Bookstore](#).

To purchase a [textbook online](#). NOTE: items can only be shipped outside a 50 mile radius of FTCC.

### **Other Required Materials/Software:**

To access your online course, you will need access to the Internet. For best results, use Mozilla Firefox, Google Chrome, or Microsoft Internet Explorer in version 5 or better.

Although there are no absolute requirements, computers with faster internet connections, faster processors, and more memory will get better results. Keep in mind that if you have difficulties connecting to the class or a slow connection, the problem could be occurring at many levels. For help, look at the "Technical Difficulties" document

in “Student Support” under “Technical Requirements” or try the Help Forum on the course Discussion Board.

Connect Online Access Code will be required to complete assignments and tests. McGraw-Hill's Connect is a web-based assignment and assessment solution required for this course. The access card is bundled with the purchase of a new textbook through the FTCC bookstore. An access code will be required and can be purchased in the FTCC Bookstore or online through the publisher's website if you purchase a used textbook or purchase from an alternate source. The Connect Plus Code can be purchased online. For assistance with your access code, please contact McGraw-Hill's CARE team through [http:// www.mhhe.com/support](http://www.mhhe.com/support) or 800-331-5094.

Be sure to run a computer check, by visiting the customer support link at the bottom of your section homepage, to ensure that your computer meets the Connect system requirements or visit the following URL:

<http://mcgrawhillconnect.com/connect/troubleshoot.do>.

**Program/Course Learning Objectives/Outcomes:**

At the completion of this course, the student will have:

Exhibited an understanding of the concepts, principles, and operations of the private enterprise system.

Evaluated major economic systems in businesses throughout the world.

Described the various legal forms of business ownership, such as sole proprietorship, partnership, and corporation, the nature of each, the processes involved in creating each, and the advantages and disadvantages of each.

Identified the functions of modern management in business organizations and how these functions are evolving in response to changes in the external and internal environments in technology, diversity, competition, and governmental regulations.

Exhibited an understanding of the marketing function and describe the concepts and processes involved in designing product strategy, promotional strategy, distribution strategy, and pricing strategy.

Explained the importance of and the role of the financial management function and illustrated the concepts and processes involved in managing the acquisition and allocation of short- and long-term funds.

Described the risk management functions and explain the concepts, processes, and strategies involved in managing risk in a business.

Demonstrated the importance of business ethics and social responsibility to the long-term success of businesses' and society's well-being.

**Curriculum Grading Scale: (Effective Fall 2015)**

FTCC grades are based on a 4.0 grading system. Each grade is assigned a “grade-point equivalent” in quality points for each term credit hour scheduled. The grade point average (GPA) is determined by dividing the total of quality points earned by the number of term hours scheduled.

<b>Numerical Grade</b>	<b>Letter Grade Equivalent</b>	<b>Grade Point Equivalent</b>
90 - 100	A - Excellent	4 grade points per credit hour
80 - 89	B - Good	3 grade points per credit hour
70 - 79	C - Average	2 grade points per credit hour
60 - 69	D - Below Average	1 grade point per credit hour
0 - 59	F - Failure	0 grade point

The complete grading scale description may be found in the current FTCC Student Handbook under "Academic Information."

**Course Requirements/Methods of Evaluation:****Make-up Policies:**

Late academic work submission procedures are as follows:

- a. Academic assignments and projects are due by the scheduled/published dates in the course syllabus.
- b. In general, there is a 10 percent penalty for each business day that an assignment or project is late. For example, if your assignment is due on Tuesday and you submit it on Thursday, the highest possible grade you can earn is a “B”. With each additional day late, there is a 10 percent penalty. Assignments may be submitted no more than one week late without prior approval from your instructor.
- c. No late work will be accepted after the 90 percent date of the term without an Incomplete Grade approval from your instructor.
- d. Certain course activities may not be eligible for late submission after the conclusion of the week, module, or unit. These include, but are not limited to, discussion boards, quizzes, and exams.
- e. We know that extenuating circumstances can sometime interfere with timely submission of your work. Be sure to tell your instructor right away if you are going to be late with a submission.

- f. Extenuating circumstances include, but are not limited to, personal/family member hospitalization, family member death, a severe weather event, a natural disaster, and an active military situation that prevents timely submission of work. Computer-related issues, Internet connectivity, and account blocks are generally not considered extenuating circumstances.
- g. You may request an extension or alternative arrangement, preferably prior to the due date, but your request does not automatically result in a waiver of the due date or of the penalties for late submissions. Your instructor may also require you to provide documentation of the reason. If your instructor determines that an extension is warranted, they will provide you with the expectations for your submission.

**Americans with Disabilities Act (ADA)**

If you have difficulty accessing the information, activities, or services in this class, and/or need accommodations under the Americans with Disabilities Act, please contact Disability Support Services, located in the Tony Rand Student Center, Room 127, or via phone at (910) 678-8349.

**Title VI, VII, and IX Non-Discrimination Statement:**

Please refer to the following FTCC website link: [Title VI, VII, & IX - Illegal Discrimination and Sexual Misconduct](#).

**Division/Department/Program Chair Information:**

**Instructor:**

**Name:**

**Phone:** Click here to enter text.

**Email:**

**Department Chair:**

**Name:**

**Phone:**

**Email:**

**Division Chair:**

**Name:**

**Phone:**

**Email:**

**Dean:**

**Name:**

**Phone:**

**Email:**

This syllabus may be changed at the instructor's discretion, with proper notification to students. Any changes will be promptly noted in Announcements and emailed to the student's FTCC Student E-mail account.

**Outline of Instruction:**

Week 1	Orientation Chapter One	Student Coffeehouse Discussion Forum Chapter One Assignments
Week 2	Chapter Two	Chapter Two Assignments
Week 3	Chapter Three	Chapter Three Assignments
Week 4	Part One Test	Part One Test (Chapters 1-3)
Week 5	Chapter Four	Chapter Four Assignments
Week 6	Chapter Five	Chapter Five Assignments
Week 7	Chapter Six	Chapter Six Assignments
Week 8	Part Two Test	Part Two Test (Chapters 4-6)
Week 9	Chapter Seven	Chapter Seven Assignments
Week 10	Chapter Nine	Chapter Nine Assignments
Week 11	Chapter Ten	Chapter Ten Assignments
Week 12	Part Three Test	Part Three Test (Chapters 7, 9, & 10)
Week 13	Chapter Eleven	Chapter Eleven Assignments
Week 14	Chapter Thirteen	Chapter Thirteen Assignments
Week 15	Chapter Seventeen	Chapter Seventeen Assignments
Week 16	Part Four Test	Part Four Test (Chapters 11,13, & 17)