

# **INTRODUCTION TO BUSINESS SYLLABUS**

**COURSE TITLE:** Introduction to Business  
**COURSE NUMBER:** BUS 010 - 00262  
**CREDIT UNITS:** 5  
**CLASS LOCATION:** ADM 102  
**CLASS SCHEDULE:** April 4, 2016 thru June 24, 2016  
Tuesday & Thursday's – 4:00 to 6:15 p.m.

## **INSTRUCTOR INFORMATION:**

*Name:* Wendy Shan  
*Office:* Baldwin Winery Building  
*Phone:* 408-855-5185  
*Email:* shanwenlei@fhda.edu  
*Office Hours:* Thursday's 6:15pm – 7:15pm Baldwin Winery Building

## **COURSE DESCRIPTION AND JUSTIFICATION:**

An overview of the forces within the business environment (i.e., globalization, economics, government, and society), and an introduction to the key functional areas within the firm, such as marketing, operations, accounting, finance, management, and human resources.

This course is one of the core transfer courses within the business department. Students use this introductory course to learn about the business landscape, to evaluate a potential investment in a business degree program, and to begin career planning. This course is transferrable to UC and CSU institutions.

## **COURSE OBJECTIVES:**

- A** Describe the context and purpose of business.
- B** Analyze the business environment
- C** Discuss the legal forms of business.
- D** Explain and analyze the basics of the accounting function.
- E** Identify the importance of operations management to businesses.
- F** Describe and demonstrate decision-making skills in the marketing function.

- G** Describe the finance function and its relation to the securities markets.
- H** Describe the role and functions of a manager, and demonstrate management skills.
- I** Describe the function of Human Resource Management.

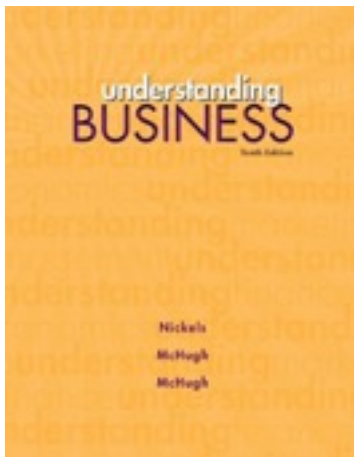
**COURSE OUTCOMES:**

By the end of the course students will be able to:

1. Distinguish among the primary functions within a business, (i.e., marketing, operations, human resources, accounting and finance) and identify the interests and roles of key business stakeholders (i.e., employees, management, owners, and society).
2. Demonstrate a working vocabulary of business terms.

**TEXTBOOKS:**

William G. Nickels, James M. McHugh, Susan M. McHugh,  
“*Understanding Business*”, 10<sup>th</sup> Edition, Boston, Irwin/McGraw Hill, 2010.



**COURSE PRESENTATION CAN BE DOWNLOADED ONLINE FROM:**

[https://www.dropbox.com/sh/rt04ovykecw002q/AABV9JmxvAIGfogWaYYpfGS\\_a?dl=0](https://www.dropbox.com/sh/rt04ovykecw002q/AABV9JmxvAIGfogWaYYpfGS_a?dl=0)

**RECOMMENDED READINGS:** Wall Street Journal, Fortune Inc., The Economist, Barrons and Business Week

## EVALUATION DATA:

**Grades will be determined from the following assessments:**

*Attendance*

*Classroom exercises*

*Quizzes*

*Mid-Term/Final Exam*

- **Attendance:** In order to be successful in business, you have to show up! This class is dependent upon team work and discussion. Attendance means that you are **on time** and will be able to stay in class for its duration. If you are absent or late, your teammates may find it difficult to do the exercises. Students that have more than 2 absences during the first two weeks OR 4 absences before the drop deadline in week 8 will be dropped from the course.
- **Quizzes:** Each Chapter has an *open-book, open-notes* quiz with ten questions. These are to help you assess your understanding of the chapter discussed. There are a total of 10 quizzes counted as 20% of your final grade. NO late submission and make up will be allowed.
- **Marketing Presentation and Financial Ratio exercise:** There will be one marketing presentation and one financial ratio exercise in this class testing your understanding of the material. They will contribute 20% to your final grade. NO late submission and make up will be allowed.
- **Mid and final exams:** There will be two *closed-book, closed-note* mid-term exams plus a final exam at the end of the semester. If you know you will be absent on the exam days, please make arrangements with me to take the exam during the office hours before the rest of the class. Or you will receive no credit for the missing exams. Students who missed the exams will not be allowed to take make-up tests. Mid and final exams are counted as 60% of your final grade. **SCANTRON FORM NO. 882-E is needed for the mid-Terms and the Final**

The grades will be based on the following distributions:

Chapter Quiz	20%
Marketing Research Presentation	10%
Financial Ratio Class Exercise	10%
Two Mid-Terms	20% each, 40% total
Final Exam	20%
<b>TOTAL</b>	<b>100%</b>

All work must be submitted in order to complete the requirements of this class. Quizzes and Case Studies must be submitted **on the due date** or a zero will be given.

A+	=	99%+
A	=	92-98%
A-	=	90-91%
B+	=	88-89%
B	=	82-87%
B-	=	80-81%
C+	=	78-79%
C	=	70-77%
D+	=	67-69%
D	=	58-66%
D-	=	55-57%
F	=	Below 55%

## 11-WEEK CLASS SCHEDULE

WEEK	TOPICS	CHAPTER ASSIGNMEN T
4/5/2016	Introduction to Course and Text	P, 1, 2
4/7/2016	Managing within the Dynamic Business Environment: Taking Risks and Making Profits  How Economics Affects Business: The Creation and Distribution of Wealth  <b>Quiz #1</b>	
4/12/2016	Competing in Global Markets	3, 4
4/14/2016	Demonstrating Ethical Behavior and Social Responsibility  <b>Quiz #2</b>	
4/19/2016	Choosing a Form of Business Ownership	5, 6
4/21/2016	Entrepreneurship and Starting a Small Business  <b>Quiz #3</b>	
4/26/2016	<b>Course review</b>	
4/28/2016	<b>Mid-term #1 4:00pm-6:00pm ADM 102</b>	
5/3/2016	Management and Leadership	7, 8
5/5/2016	Mid-Term #1 results  Adapting Organizations to Today's Markets  <b>Quiz #4</b>	
5/10/2016	Production and Operation Management	9, 12
5/12/2016	Dealing with Employee-Management Issues and Relationships  <b>Quiz #5</b>	
5/17/2016	Marketing: Helping Buyers Buy  <b>Marketing Presentation Review</b>  <b>Quiz #6</b>	13, 16
5/19/2016	Using Effective Promotions  <b>Class Exercise #1 - Marketing Presentation</b>  <b>Course review</b>	

5/24/2016	<b>Mid-term #2 4:00pm-6:00pm ADM 102</b>	
5/26/2016	Developing and Pricing Products and Services Mid-term #2 results <b>Quiz #7</b>	14
5/31/2016	Distributing Products Quickly and Efficiently <b>Quiz #8</b>	15, 17
6/2/2016	Financial Information and Accounting <b>Class Exercise #2 – Financial Ratio</b>	
6/7/2016	Financial Management	18, 19
6/9/2016	Securities Markets: Financing and Investing Opportunities <b>Quiz #9</b>	
6/14/2016	Understanding Money, Financial Institutions, and the Federal Reserve	20
6/16/2016	<b>Quiz #10</b> <b>Course Review</b>	
<b>6/23/2016</b>	<b>Final Exam 4:00pm – 6:00pm at ADM 102</b>	