



## **Business 1301.34 0 Introduction to Business,**

### **Course Syllabus: 5 Week Fast Track**

This course will be presented as a blend of lecture and on-line Blackboard course.

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*"Northeast Texas Community College exists to provide personal, dynamic learning experiences empowering students to succeed."*

**Instructor: Kelly Coke**

**Office:** University Health Science #113

**Phone:** 903-434-8355

**Email:** [kcake@ntcc.edu](mailto:kcake@ntcc.edu)

Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
		3:00 p.m. to 5:00 p.m.		3:00 p.m. to 5:00 p.m.		

***This syllabus serves as the documentation for all course policies and requirements, assignments, and instructor/student responsibilities.***

*Information relative to the delivery of the content contained in this syllabus is subject to change. Should that happen, the student will be notified.*

#### **Course Description:**

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life.

**Prerequisite(s):** None

#### **Student Learning Outcomes:**

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- Identify major business functions of accounting, finance, information systems, management, and marketing. Describe the relationships of social responsibility, ethics, and law in business.
- Explain forms of ownership, including their advantages and disadvantages.
- Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.
- Identify and explain the role and effect of government on business.
- Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.
- Describe basic financial statements and show how they reflect the activity and financial condition of a business.
- Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.
- Explain integrity, ethics, and social responsibility as they relate to leadership and management.
- Explain the nature and functions of management.
- Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.

*Students are expected to adhere to the following:*

1. Attend class regularly and on time.
2. Demonstrate knowledge of all learning objectives as determined and approved by the instructor.
3. Read all materials and do all work on time and in a quality manner as dictated by the group and/or by the instructor.
4. Take responsibility for learning process.
5. Cooperate freely with other students on the project and other class assignments.
6. Complete all exams and coursework.
7. Assist in maintaining a professional environment by keeping cell phones off during class, staying off of cell phones during class, and keeping language and discussion respectful at all times.

### **Evaluation/Grading Policy:**

**IMPORTANT NOTE:** Students who have poor attendance and miss exams will receive a grade of “F”. Do make sure you withdraw properly to protect your GPA! Take note of withdrawal dates.

### **Evaluation and Grading Criteria**

**There are 1000 possible points**

	Possible Points
Attendance (5 class meeting)	185
Assignments (15 each)	225
Discussion Board (10 each)	90
Exams (2 Exams)	400
Article Review Project	100
<b>Total Possible Points</b>	<b>1000</b>

Grades are awarded according to the following scale:

900-1000	A
899-800	B
799-700	C
699-600	D
0-559	F

### **Late Exam Point Deduction Information**

1-7 days after exam time has expired = 10 point deduction

8-14 days after exam time has expired = 15 point deduction

14 + days after exam time has expired = Meeting with Instructor to discuss student(s) options.

**Required Instructional Materials:** Boone, David E. and Kurtz, David L. Contemporary Business, 17<sup>th</sup> Edition.

**Publisher:** Wiley Publishers.

**ISBN Number:** ISBN 9781119320388

**Optional Instructional Materials:** None.

**Minimum Technology Requirements:** Computer and access to internet.

**Required Computer Literacy Skills:** Advanced

**Course Structure and Overview:** This course involves a collaborative teaching/learning style utilizing simulation exercises, projects, and additional on-line instructional components.

**Communications:** Instructor will respond via 24 hours to [kcoke@ntcc.edu](mailto:kcoke@ntcc.edu)

**Institutional/Course Policy:**

This is a college course and attendance is essential to learning the required material. A portion of your grade is based on your attendance and participation. Students that are absent, regardless of the nature of the absence, are responsible for any assignments, projects or exam changes made while the student was not in attendance. Be a responsible student and keep you with your assignments, projects and other important deadlines. If you are asleep, you are considered absent. If you arrive more than 10 minutes late, you are considered absent. If you miss an exam, it's your responsibility to see the instructor for make-up exam arrangements. Instructor reserves the right to refuse make-up exams and to refuse late assignments and/or projects. To receive full credit for the course, all project and exam criteria must be met. To receive full credit on assignments, they must be submitted when due. Late work, including exams will NOT be accepted unless there is a special circumstance approved in advance by instructor. Cheating will not be tolerated and is subject to expulsion. Cell phones ringing and text messaging during class are a disturbance and will not be tolerated. Please be considerate and turn off your phone or on silent. Continual disturbances will not be tolerated.

**NTCC Academic Honesty/Ethics Statement:**

NTCC upholds the highest standards of academic integrity. The college expects all students to engage in their academic pursuits in an honest manner that is beyond reproach using their intellect and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. This course will follow the NTCC Academic Honesty and Academic Ethics policies stated in the Student Handbook. Refer to the student handbook for more information on these subjects.

**ADA Statement:**

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to request accommodations. An appointment can be made with the Academic Advisor/Coordinator of Special Populations located in Student Services and can be reached at 903-434-8264. For more information and to obtain a copy of the Request for Accommodations, please refer to the special populations page on the NTCC website.

**Family Educational Rights and Privacy Act (FERPA):**

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

**Tentative Course Timeline (\*note\* instructor reserves the right to make adjustments to this timeline at any point in the term):**

Week 1	Chapters 1 -4
Week 2	Chapters 5- 8
Week 3	Chapters 9, 11,12, and 13 Test #1
Week #3	Chapters 15, 16, and 17
Week 5	No Class Exam#2 and Project Due