I. GENERAL COURSE INFORMATION

Course name: Introduction to Business/BUS 150                Course credit: 3 Hours

<table>
<thead>
<tr>
<th>CAMPUS</th>
<th>NORTHWEST</th>
<th>DOWNRIVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECTION NO.</td>
<td>80256-613</td>
<td>80248-106</td>
</tr>
<tr>
<td>DAY</td>
<td>Mon. &amp; Wed.</td>
<td>Tuesday</td>
</tr>
<tr>
<td>TIME</td>
<td>10:30-11:55 a.m.</td>
<td>10:00 a.m.-12:55 p.m.</td>
</tr>
</tbody>
</table>

NOTE: YOUR INSTRUCTOR RESERVES THE RIGHT TO MODIFY THE COURSE REQUIREMENTS, ASSIGNMENTS, GRADING PROCEDURES, AND OTHER RELATED POLICIES AS CIRCUMSTANCES MAY DICICTATE.

II. INSTRUCTOR INFORMATION


WCCCD: Downriver Campus (Office #5) - (734) 946-3500, Ext. 3291
Home Phone: (248) 855-3843
Email Address: glciampa@aol.com
Publisher’s Online Learning Center: www.mhhe.com/ub9e

OFFICE HOURS: See ADDENDUM attached to this syllabus for specific location and time of office hours when I will be available to see students this semester. It is strongly advised that you contact me in advance for an appointment.

III. TEXTBOOK


IV. COURSE DESCRIPTION

Introduction to Business is a study of the legal, economic, and organizational environments in which modern business operates. It includes a survey approach to the functional areas of business—accounting, information systems, research, finance, management, supervision and human resources, and how they relate to the overall organization.

V. COURSE OBJECTIVES

(1) To identify and describe the influence of the environments created by the economy, technology, competition, diversity, global opportunities, and social responsibility.

(2) To compare the advantages and disadvantages of the major forms of business ownership and discuss why many people are willing to accept the risks of entrepreneurship.
(3) To understand the need for management in business organizations, the role of management in developing an organizational structure, and the process of producing products and services that satisfy customers.

(4) To describe the management role of acquiring and retaining human resources and creating a supportive work environment.

(5) To explain the marketing function and describe the concepts and processes involved in designing product strategy, promotion strategy, distribution strategy, and pricing strategy.

(6) To explore the ways of using technology to manage information and to understand accounting's role in managing financial information.

(7) To describe the financial management function and the role of money and financial institutions and to illustrate the concepts and processes involved in managing the acquisition and allocation of short-term and long-term funds.

VI. CLASSROOM POLICIES AND PROCEDURES

A. Attendance and Class Participation

Strict attendance will be taken in this course throughout the semester and will be worth a total of twenty points toward your final grade.

The points given for attendance will be determined by the total number of absences as follows:

<table>
<thead>
<tr>
<th>Absences</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>20</td>
</tr>
<tr>
<td>1 day absences</td>
<td>19</td>
</tr>
<tr>
<td>2 day absences (1 night)</td>
<td>18</td>
</tr>
<tr>
<td>3 day absences</td>
<td>17</td>
</tr>
<tr>
<td>4 day absences (2 nights)</td>
<td>16</td>
</tr>
<tr>
<td>5 day absences</td>
<td>14</td>
</tr>
<tr>
<td>6 day absences (3 nights)</td>
<td>13</td>
</tr>
<tr>
<td>7 day absences</td>
<td>11</td>
</tr>
<tr>
<td>8 day absences (4 nights)</td>
<td>9</td>
</tr>
<tr>
<td>9 day absences</td>
<td>7</td>
</tr>
<tr>
<td>10 day absences (5 nights)</td>
<td>4</td>
</tr>
<tr>
<td>11 day absences</td>
<td>2</td>
</tr>
<tr>
<td>12 day absences (6 nights)</td>
<td>0 Points*</td>
</tr>
</tbody>
</table>

* Automatic Failure

Full credit for attendance will be given only if the student is in class the entire period. Coming to class excessively late or leaving early will result in either partial credit for attendance or no credit at all. If you know you are going to be absent or have an excuse for an absence of which you wish me to be aware, you can let me know before or after class. However, there are no excused absences; and all absences, no matter what the reason, will result in a loss of points as set forth above.
Class participation will be judged by your preparedness for class and your ability to discuss problems and questions in class (not necessarily by the number of correct answers), as well as by points earned on selected homework assignments which will be submitted to you in class. It too will be worth a total of twenty points toward your final grade. The points will be assigned by me at the conclusion of the semester.

Furthermore, at the end of the semester, if any student is in a borderline situation (i.e. between an A and a B, between a B and a C, etc.) attendance and class participation will be the factors to which I will look to determine whether he/she will receive the higher or the lower grade.

A student is responsible for material covered in class regardless of whether he/she is present. In the event that a student is absent, it is his/her responsibility to determine what he/she missed and to obtain notes from other students. Any handouts or assignments that are distributed can be obtained from your instructor. A student who has missed the first class meeting(s) because he/she registered late must catch up on any missed assignments immediately. No special privileges are available for registering late.

B. Examinations

There will be four examinations throughout the semester given as specified on the assignment schedule below and covering the material there indicated. The examinations will consist of objective questions (true-false, multiple choice, etc.) and some short answer/essay questions. On these examinations, the student will be responsible for the material covered in the textbook as well as material covered in class lectures.

There will be no comprehensive final examination at the end of the semester. The last examination will simply cover the last quarter of the course materials. A student is required to take all of the examinations. Failure to take one or more of the required examinations will result in automatic failure in this class.

The number of points available on each examination will be as follows:

<table>
<thead>
<tr>
<th>EXAM. NO.</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>65</td>
</tr>
<tr>
<td>2</td>
<td>70</td>
</tr>
<tr>
<td>3</td>
<td>65</td>
</tr>
<tr>
<td>4</td>
<td>50</td>
</tr>
</tbody>
</table>

250 Points possible

The objective portion of these examinations will be administered on Scan-Tron Test Forms which are machine scored. Therefore, each student must submit four (4) 100 Question Answer Sheets to me within the first three weeks of the semester. These answer sheets are available at all of the college bookstores at a nominal cost.

NOTE: If you are not present for an examination and have not notified me in advance or immediately after the examination to indicate to my satisfaction that extenuating circumstances beyond your control prevented you from taking the examination at the scheduled time, it will be within my discretion to lower your grade up to ten points when you do complete the examination.

C. Quizzes

There will be five unannounced ten-point quizzes throughout the semester, each covering an assigned chapter. These quizzes will be given prior to the beginning of the discussion
of the chapter in class and can occur at any time during a class period. The purpose of these quizzes is to encourage daily preparation and attendance. At the end of the semester, the lowest of the five quiz grades will be dropped, and the remaining quizzes together will be worth a total of forty points toward your final grade. Because the lowest grade will be dropped, there will be absolutely no makeup for missed quizzes.

D. Internet Assignments

Each student will be required to access the Internet and complete two Internet Assignments. These assignments are intended to cause students to explore and research topics and issues on the Web. These assignments will be worth a maximum of twenty (20) points toward your final grade and will be due in the seventh (Assignment No.1) and thirteenth (Assignment No. 2) weeks of class as set forth on the assignment schedule below. An assignment sheet explaining the exact details and requirements for these assignments will be provided to you in class.

E. Academic Dishonesty

Any student who participates in cheating in ANY WAY including, but not limited to:

1. Using lecture/study notes or summaries in any form during examinations,
2. Copying examination answers,
3. Failing to cover answers on an examination,
4. Giving and/or receiving examination questions and/or answers,
5. Removing an examination from the classroom, and/or
6. Giving or receiving assistance on an assignment that goes beyond that allowed by your instructor,

WILL RECEIVE A FAILING GRADE IN THIS COURSE. ALL ASSIGNMENTS AND EXAMINATIONS FOR THIS CLASS ARE TO BE DONE INDEPENDENTLY UNLESS STATED OTHERWISE BY YOUR INSTRUCTOR.

F. Grading

Your performance in the class will be measured by points earned for attendance and class participation, points earned on examinations, points earned on quizzes, and points earned on Internet Assignments with the following points possible in each area:

<table>
<thead>
<tr>
<th>Attendance and Class Participation - 40 Points Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examinations - 250 Points Possible</td>
</tr>
<tr>
<td>Quizzes - 40 Points Possible</td>
</tr>
<tr>
<td>Internet Assignments - 20 Points Possible</td>
</tr>
</tbody>
</table>

350 Points Possible

Your final grade will basically be determined by computing your percentage of the total points possible (total points earned divided by total points possible) and converting it to a letter grade. The following percentages will be equivalent to the following letter grades:

| 90% - 100% | = A (Excellent) |
| 77.5% - 89% | = B (Above Average) |
| 65% - 77.4% | = C (Average) |
| 55% - 64% | = D (Below Average) |
| Below 55% | = E (Failure) |
You will not be given letter grades on your examinations and quizzes, but you will receive the number of points earned on each examination and quiz and be informed of your class standing on each examination. At the end of the semester, each student's points will be totaled, converted to a percentage of the total points possible, and assigned a letter grade.

A grade of INCOMPLETE will be given to a student only if all of the following conditions exist:

1. A documented, unforeseen emergency prevents the student from completing the work in the course.
2. The emergency must have occurred after the last day to withdraw from classes.
3. At the time of the emergency, the student must be earning a passing grade.
4. The Incomplete grade is not being used as a substitute for a W, XW, or for an unsatisfactory grade.

UNDER NO CIRCUMSTANCES WILL A GRADE OF INCOMPLETE BE GIVEN SO THAT A STUDENT CAN REPEAT A CLASS.

If a student decides to withdraw from the class before the end of the semester, it is the policy of the college that the responsibility for dropping a class belongs to the student. Students may drop the class until the eighth week of the semester without an instructor's signature. From the ninth week to the twelfth week of the semester, the student must obtain his/her instructor's signature on an Add/Drop Form. If you drop the class for any reason, please inform your instructor so that the necessary record keeping entries can be recorded for you.

G. Class Periods

Day class periods will run for eighty minutes, and night class periods/day class periods that meet only one day a week will run for two hours and forty-five minutes with a short break. THERE WILL BE NO SMOKING, EATING, OR DRINKING IN THE CLASSROOM! **All telephones, pagers, beepers, etc. must be turned off during class sessions and out of sight.**

When you come to class, please be prepared to remain in attendance for the entire period. Casually walking in and out of the classroom while class is in session will not be permitted.

Parents will not be allowed to bring their children with them to class. It shall be your responsibility to arrange for adequate child care. If an emergency arises which you feel necessitates bringing a child to class, you must first have it approved by me. Otherwise, you may be asked to leave the class.

H. General

If you feel you are having difficulty in the course at any time, make an appointment with me as soon as the difficulty arises. Do not wait until the last few weeks of the semester or just prior to an examination. **MY DOOR WILL ALWAYS BE OPEN.** Students are always welcome to make an appointment with me in order to discuss course work or career and educational problems. Feel free to arrange an appointment with me at a mutually convenient time.
VII. ASSIGNMENTS

A. Textbook

The proposed reading assignments for the semester are as listed below. You will be expected to have read the material assigned before each class period.

WEEK 1

Introduction
Chapter 1 – Taking Risks and Making Profits within the Dynamic Business Environment – p. 2

WEEK 2

Chapter 2 – Understanding Economics and How It Affects Business – p. 28
Chapter 4 – Demanding Ethical and Socially Responsible Behavior – p. 88

WEEK 3

*Chapter 3 – Doing Business in Global Markets – p. 58

WEEK 4

Chapter 5 – How to Form a Business – p. 114

WEEK 5

EXAMINATION NO. 1 (Chapters 1 - 5)

WEEK 6

Chapter 7 – Management and Leadership - p. 178
Chapter 8 -- Structuring Organizations for Today's Challenges – p. 202

WEEK 7

Final Due Date for INTERNET ASSIGNMENT #1
Chapter 10 - Motivating Employees – p. 258
*Chapter 11 - Human Resource Management: Finding and Keeping the Best Employees – p. 288

WEEK 8

Chapter 9 – Production and Operations Management – p. 232

WEEK 9

EXAMINATION NO. 2 (Chapters 7 - 11)

WEEK 10

Chapter 18 - Financial Management – p. 492
Chapter 19 – Using Securities Markets for Financing and Investing Opportunities – p. 520

Homework Assignment - THE SECURITIES MARKETS - FINANCIAL NEWS
WEEK 11

*Bonus Chapter B - Using Technology to Manage Information – p. B
Chapter 17 - Understanding Accounting and Financial Information - p. 462

Homework Assignment - RATIO ANALYSIS

WEEK 12

EXAMINATION NO. 3 (Chapters 17 – 19 & Bonus Chapter B)

WEEK 13

Final Due Date for INTERNET ASSIGNMENT #2
Chapter 13 - Marketing: Helping Buyers Buy – p. 350
Chapter 14 - Developing and Pricing Goods and Services – p. 376

WEEK 14

Chapter 15 - Distributing Products – p. 404
Chapter 12 - Dealing with Unions and Employment-Management Issues p. 322

WEEK 15

EXAMINATION NO. 4 (Chapters 12 - 15)

*You will be primarily responsible for these chapters outside of class on your own.

If at any time during the semester the material assigned for a particular period is not covered, the lecture will continue from the point at which we left off. Thus, if we do get behind, continue with the chapters assigned in the order listed on the assignment schedule and stay approximately one chapter ahead of the point at which we left off. Do not eliminate any chapters unless so instructed.

It is strongly urged that students take thorough notes while in class which can be used to review the material covered and to prepare for examinations.

B. STUDENT ASSESSMENT AND LEARNING GUIDE

Your customized version of the textbook for this class includes select material from a STUDENT ASSESSMENT AND LEARNING GUIDE which is available for this textbook. This material is designed to help you study important topics from the chapters to enhance your understanding, comprehension, and application of the materials presented. Each chapter contains a key term review and practice tests with answers to all of the questions so that you can study on your own. It will also help to familiarize you with the kinds of questions that will be asked on examinations and quizzes in class. In fact, the questions for the quizzes will be taken directly from the selected materials from the STUDENT ASSESSMENT AND LEARNING GUIDE in your text. It is expected that the STUDENT ASSESSMENT AND LEARNING GUIDE material will be completed for each chapter as you read the text.

The complete STUDENT ASSESSMENT AND LEARNING GUIDE is also available on the Student’s Online Learning Center for this class and within the Library Resources of CONNECT.
C. **Publisher’s Online Learning Center (www.mhhe.com/ub10e)**

McGraw Hill provides an Online Learn Center (OLC) on the text's Website which is designed to be a study resource for students. It is a great way to practice your test-taking skills. The OLC contains sample test questions, review work allowing you to gauge what material you have mastered, and other material you may need to review again. A student can not only develop and practice his/her business knowledge and skills, but can also review and test his/her understanding of key concepts and terminology from the textbook using his/her own computer. Students are strongly encouraged to make use of this resource. The complete version of the **STUDENT ASSESSMENT AND LEARNING GUIDE** is also available in the OLC.

D. **CONNECT – Introduction to Business**

For this first time, this semester we are incorporating McGraw Hill’s CONNECT Business into our classes. CONNECT Business is a Web based assignment and assessment platform that gives students the means to better connect with their coursework and with the important concepts that they will need to know for success now and in the future. Although there are a number of features available to students using CONNECT for **UNDERSTANDING BUSINESS**, this semester we will only be using the **LearnSmart (STUDY)** feature of CONNECT which is an adaptive learning system to help students learn faster, study more efficiently, and retain more knowledge for greater success. **LearnSmart** includes intelligent flashcards/learning items that offer feedback and direct you back to the text based on your performance. It pinpoints concepts you do not understand and maps out a personalized study plan for success. Based on your self-diagnoses of your proficiency, **LearnSmart** will intelligently provide you with a series of adaptive questions to provide you with a personalized one-on-one tutor experience.

When you purchase the textbook for this class, you will be provided with an Access Code for the CONNECT Learning System. In class, I will provide you with the specific Web address for this class which will allow you to register and access this class on the Website for CONNECT. In order to obtain the access code with the textbook for this class, you must purchase the designated text as set forth above – **ISBN 0077695097**.
ADDENDUM

OFFICE HOURS FOR FALL - 2012*

GARY L. CIAMPA
(Faculty Offices)

NORTHWEST CAMPUS:

Monday & Wednesday – 12:00-1:00 p.m.

Saturday – 11:30 a.m.-12:00 p.m. (AFTER ONLINE CLASS SESSIONS)

DOWNRIVER CAMPUS (OFFICE 5):

Tuesday – 1:00-2:00 p.m.

Thursday – 2:00-3:00 p.m.

Tuesday – 6:00-6:30 p.m. (PRIOR TO ONLINE CLASS SESSIONS)

DOWNTOWN CAMPUS:

Thursday – 6:00-6:30 p.m. (PRIOR TO ONLINE CLASS SESSIONS)

*It is strongly advised that you contact me in advance for an appointment.