



Introduction to Business

Course: 1053 Section: 490 CRN: 14111

SYLLABUS

TULSA COMMUNITY COLLEGE

Summer 201710 (8-Weeks)

Start and end dates: **Monday, August 22nd to Sunday, October 16th (8-Weeks)**

Course Delivery Method: **Classroom**

Instructor: **Jeff Horvath**

Office Hours: **9:00 am – Noon (Mon., Tues., and Wed.)**

Classroom: **West Campus, S-244**

10:00 – 11:00 am (Thursday)

E-mail: jeff.horvath@tulsacc.edu

Office Phone: **918-595-8036**

TO CONTACT THE DIVISION OFFICE

Division: Business & IT

Dean: David Poth

Office: S-244

Phone: 918.595.8033

TO CONTACT ACADEMIC & CAMPUS SERVICES

West Campus

Director: DiAnne Cunningham

Office: I-106

Phone: 918.595.8060

COURSE PREREQUISITES

None

COURSE DESCRIPTION

This course provides overall picture of business operation: includes analysis of specialized fields with business organization; identifies role of business in modern society.

TEXTBOOKS, SUPPLIES AND OTHER RESOURCES

Title: Understanding Business, 11th Edition with Connect Package

Author: Nickels, McHugh & McHugh

Publisher: McGraw-Hill Company

ISBN: 9781259727948 (Loose-leaf book with Access Code)

ISBN: 9781259310034 (Bound book with Access Code)

All textbooks are available online at

<http://tccstores.tulsacc.edu/tulsa/home.aspx>

In addition, textbooks may be found at the West Campus bookstore:

7505 W. 41st St.

Tulsa, OK 74107

(2nd Floor of the Student Center)

918.595.8026



The course activities are provided by the publisher via Connect web based software. Students need to link with the publisher to gain access to course activities. Notice that you need the most current JAVA and Mozilla Firefox or Google's Chrome web browsers. Both are provided as downloads free by the publisher.



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COURSE OVERVIEW

Upon successful completion of this course the student will have an understanding of how the following topics apply to Introduction to Business:

- Entrepreneurship and Wealth Building
- Understanding Business Trends
- Ethics and Social Responsibility
- Business Forms and Structures
- Business Management and Leadership
- Product Marketing and Promotions
- Product Pricing and Distribution
- Financial Management and Control

COURSE OBJECTIVES

- Understand capitalism and business related concepts, principles and practices.
- Possess a sound business vocabulary, understand common terminology and gain a greater awareness of the role of business in everyday life.
- Identify possible career paths and areas of interest for further study.
- Source and research multiple sources of business data and information.
- Write, present and think critically about topics and issues related to business.

LEARNING OUTCOMES

- Define the major economic systems and pros and cons of each.
- Analyze various business formation options.
- Identify the key activities of the human resources function.
- Describe the characteristics of entrepreneurs and sources of business funding.
- Explain the 4P's of the marketing mix and understand the major elements of each.
- List and describe the primary sections of a successful business plan.
- Understand the functions of and common skills of management and management styles.

TEACHING METHODS

The student will have read the assigned chapters and complete assigned activities as shown in the Modules. These may include Cases and Competencies, assignments, power point slides and provide additional views and commentary.

GRADING COMPONENTS / FINAL GRADE CALCULATION

Your final Introduction to Business grade will be determined by accumulation of points according to the following grading scale.

Grading Scale	
A	2258 – 2509 points (90%)
B	2007 – 2257 points (80%)
C	1756 – 2006 points (70%)
D	1505 – 1755 points (60%)
F	Below 1505



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Final Grade Components

Semester Project – Business Plan (10%) & Business Interview (10%)	20%
Chapter Homework Assignments & Chapter Quizzes	60%
Final Exam	20%
Total	100%

The final grade is comprised of 4 components showed above. For example, 20% of the final grade will be the semester project. If you receive 90% of the total class points, you will receive an “A” in the class.

CLASS PARTICIPATION

Attendance is essential in this course. If you fail to participate you are absent from the class. Excessive lack of participation can result in an administrative withdrawal at any time during the semester at the discretion of the instructor. The student is responsible to consistently participate in class which means to submit homework assignments and quizzes and other class activities.

Every student is expected to participate in the class the first week. If you fail to do so, you may be administratively dropped from the class roll. This drop may negatively affect your financial aid or scholarships. You may have to pay for the course.

After the first week of class, a notice of non-attendance / non-participation (absences) may be given to you via email. It is your responsibility to read and respond to your emails. Excessive nonparticipation will result in an Administrative Withdrawal (AW) at the discretion of the instructor.

TCC GENERAL EDUCATION GOALS

General Education courses at TCC ensure that our graduates gain skills, knowledge, and abilities that comprise a common foundation for their higher education and a backdrop for their work and personal lives. TCC’s General Education goals are: Critical Thinking, Effective Communication, Engaged Learning, and Technological Proficiency.

SUBMITTING ASSIGNMENTS

ALL assignments have **DUE DATES** shown in the **AGENDA**. Generally, in an 8-week class, two textbook chapters of assignments are due in one week.

There is an assignment format that must be followed to receive full credit for assignments. This format is a header placed at the top of each page that contains:

1. Your last name followed by your first name (Example: Horvath Jeff)
2. Chapter Number or Name of Assignment submitted (Business Interview or Business Plan, etc.)
3. The date you submitted the assignment

Any assignment submitted without the minimum heading format will receive automatic points deducted every time it occurs.

LATE ASSIGNMENTS

The instructor understands there may be a time during the semester when you are not able to submit an assignment according to the Agenda. Therefore, the instructor will accept a maximum of one late



assignment with a penalty of 20%. Generally, no further late assignments will be accepted, however, if you have a documented serious extenuating circumstance that affects your ability to complete assignments and/or tests according to the Agenda, you should contact the instructor as soon as the problem is identified. Any such situation must be discussed and approved by the instructor before the student can submit/complete a second late assignment.

COURSE WITHDRAWAL

The deadline to withdraw from a course shall not exceed 3/4 the duration of any class. Contact the Student Development (Academic Counseling Office) at any TCC campus to initiate withdrawal from a course ('W' grade) or to change from Credit to Audit. Check the TCC Academic Calendar for deadlines. Students who stop participating in the course and fail to withdraw may receive a course grade of "F," which may have financial aid consequences for the student. Incomplete, or "I", must clearly follow the TCC policy. It is seldom approved. If a student fails to participate (e.g. completing class assignments) a grade of "AW" or "WN" will be given to the student at the instructor's discretion.

COMMUNICATIONS

E-Mail: jeff.horvath@tulsacc.edu

The preferred method of communication is via email. Emails are answered within 24-hours if the email is received Monday – Friday 5:00 p.m. If you do not hear from the instructor, send a second email because it is likely the first one was not received. If, for some reason, the instructor will not be available to answer emails, he/she will contact the class. Student should place his/her name at the bottom of each email.

Note about Email: All TCC students receive a designated Microsoft "Office 365" email address. All communications to you will be sent to this email address; and you must use it to send email to, and receive email from, the instructor regarding this course.

The Office 365 website is <http://www.outlook.com/tulsacc.edu>

- The user name is your new TCC e-mail address (i.e. firstname.lastname@tulsacc.edu)
- The password is your TCCNET password
 - The same password you use on campus in the computer labs, library, and etc.
- The following link will walk you through [Logging into the Office 365 E-mail System](#)

Note: Some students with common names have a number at the end of their MyTCC or TCCNET user name. This number will also be part of the Office365 e-mail address. (Example: jan.doe.41@tulsacc.edu)

If you have not logged into TCCNET on campus before, you will need to follow the instructions for new users at <http://www.outlook.com/tulsacc.edu>.

If you need assistance with your TCCNET password, please contact Client Services at (918) 595-2000.



INCLEMENT WEATHER

Inclement weather does not affect online classes. TCC rarely closes. If you desire to know TCC's open status during potential inclement weather, listen to the local radio or television stations. Also, you can check TCC's website at www.tulsacc.edu.

ONLINE / CLASSROOM ETIQUETTE

Open and mutually respectful communication of varied opinions, beliefs, and perspectives during classroom or online discussion encourages the free exchange of ideas that is essential to higher learning and to the ability to learn from each other.

McGraw-Hill's Connect

McGraw-Hill's Connect is a web-based assignment and assessment solution required for this course.

Connect is designed to assist you with your coursework based on your needs. As outlined in this syllabus, assignments will make up a significant portion of your overall course grade. Connect technical assistance is available at [1-800-331-5094](tel:1-800-331-5094). Their live support is available during the following times:

Mon-Thurs: 7am – 3am, Friday: 7am – 8pm, Saturday: 9am – 7pm, and Sunday: 11am – 1am (Central Time)

ACCESS

Connect access codes may be packaged with a new textbook in the bookstore, www.tccstores.com. Connect can also be purchased online at our section's Connect web address.

If you purchase Connect online, you will have the option of purchasing Connect or Connect Plus, which includes an interactive eBook version of the required textbook for this course.

SPECIAL NOTES: You can register in Connect and have access without a code for a limited three week period.

REGISTRATION

To register in Connect, open your Blackboard class site and follow the directions listed under the “Connect Instructions” module.

SUPPORT & TIPS

If you have any issues while registering or using Connect, please contact McGraw-Hill's Customer Experience team through <http://www.mhhe.com/support> or at 800-331-5094. To avoid problems related to unexpected technical issues, you are advised not to wait until the last moment to complete assignments. Please review your “Connect Student Quick Tips” document for further support.

SYLLABUS / AGENDA CHANGES

Though not expected, occasionally, changes to the syllabus or agenda may be necessary. Students will be notified of any changes to the syllabus or agenda via email and in Blackboard's ANNOUNCEMENTS.



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DISABILITY RESOURCES

It is the policy and practice of Tulsa Community College to create inclusive learning environments. Accommodations for qualifying students in compliance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act are available. To request accommodations, contact the Education Access Center (EAC) at eac@tulsacc.edu or call (918) 595-7115 (Voice). Deaf and hard of hearing students may text (918) 809-1864.

INSTITUTIONAL STATEMENT

Each student is responsible for being aware of the information contained in the TCC Catalog, TCC Student Handbook, Student Code of Conduct Policy Handbook, and semester information listed in the class schedule. All information may be viewed on the TCC website: www.tulsacc.edu

PLAGIARISM POLICY

Deliberate plagiarism is claiming, indicating, or implying that the ideas, sentences, or words of another writer are your own; it includes having another writer do work claimed to be your own, copying the work of another and presenting it as your own, or following the work of another as a guide to ideas and expression that are then presented as your own.

At the instructor's discretion, a student guilty of deliberate plagiarism may receive a zero for the assignment and an "F" in the course.

Accidental plagiarism is the handling of quotations and paraphrases without a deliberate attempt to deceive; it includes failing to mark the beginning of paraphrases, failing to get away from the language of the original text when paraphrasing, failing to mark quotations with properly placed quotation marks, and failing to properly identify the source of a quotation or paraphrase. At the instructor's discretion, a student whose paper contains accidental plagiarism may have the opportunity to rewrite the paper with a reduction in grade.

ACADEMIC DISHONESTY

Academic dishonesty (cheating) is defined as the deception of others about one's own work or about the work of another. Academic dishonesty or misconduct is not condoned or tolerated at campuses within the Tulsa Community College system. Tulsa Community College adopts a policy delegating certain forms of authority for disciplinary action to the faculty. Such disciplinary actions delegated to the faculty include, but are not limited to, the dismissal of disrespectful or disorderly students from classes. In the case of academic dishonesty a faculty member may:

- Require the student to redo an assignment or test, or require the student to complete a substitute assignment or test
- Record a "zero" for the assignment or test in question



- Recommend to the student that the student withdraw from the class, or administratively withdraw the student from the class
- Record a grade “F” for the student at the end of the semester. Faculty may request that disciplinary action be taken against the student at the administrative level by submitting such a request to the Dean of Student Services

AGENDA/ASSIGNMENT DUE DATES

Note that all assignments are due on Sundays at 11:59 pm unless otherwise specified.

There are 16 Modules shown in Blackboard on the left side of the computer screen. In an 8-week class, approximately 2 Modules must be covered in one week as seen below. **Note that the due dates in Connect default to the last day of class and are not accurate.** Follow the due dates as listed in the syllabus (chart below) and course agenda.

Week	Module(s)	Due Date	Time
1	Student Tutorial - Interactive Applications (Found in the Connect Instructions Module)	August 28th	11:59 pm
1	1 & 2 and Student Introductions	August 28 th	11:59 pm
2	3 & 4	September 4 th	11:59 pm
3	5 & 6	September 11 th	11:59 pm
4	Business Manager Interview	September 18 th	11:59 pm
4	7 & 8	September 18 th	11:59 pm
5	9 & 10	September 25 th	11:59 pm
6	11 & 12	October 2 nd	11:59 pm
7	13 & 14	October 9 th	11:59 pm
8	Business Plan Model	Saturday October 15th	11:59 pm
8	15	October 16 th	11:59 pm
8	Extra Credit – Shark Tank	October 16 th	11:59 pm
8	Final Exam	October 16 th	11:59 pm

(Note: Students are required to participate in class (e.g. submit assignments) **the first week of class**. If not, students may be withdrawn from the class. Student may have to pay for the class.)

*When you submit your Final Exam, the class is finished for you. No more assignments or quizzes can be received by the instructor.