Business Department

BU 1011A, B & C – Introduction to Business

Fall 2008

3 credits

Instructor – Roxanne B. Hamilton, Associate Professor

Office – Admin. 218

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Class meets: Mon, Wed, & Fri.

BU1011C – 10:00 – 11:15 in EAB 102
BU1011A – 11:30 – 12:45 in EAB 003
BU1011B – 1:30 – 2:45 in EAB 003

Office Hours on Tuesdays in Adm. 218 (my office) or by appointment

C section office hours at 10:00 – 11:15 in my office
A section office hours at 11:30 – 12:45 in my office
B section office hours at 1:30 – 2:45 in my office

IF YOU HAVE ANOTHER CLASS DURING THIS TIME, YOU MUST MAKE AN
APPOINTMENT FOR ANY OTHER OFFICE HOURS.

No course in college, for a business student, is more important than Introduction to
Business. This overview course introduces you to multiple facets of business and helps
you, the student, decide where you would like to focus your business energies, thus
helping you determine which future business courses to enroll in.

Course Description: This course provides a survey of the dynamic environment in which
businesses operate today. Students learn about economic concepts and actual cases of
business enterprise in the context of many factors: managerial roles, market trends, legal
standards, technological change, natural resources, global competition, and the active
involvement of government. The class examines the manufacturing and service sectors,
plus categories of business ownership ranging from franchises to public corporations.
Students analyze basic functions of supply and demand in regard to strategies for
marketing and financing, as well as critically applying the perspectives of business ethics
and human resource management.

Required Text: Understanding Business 8th edition by Nichols, McHugh and McHugh,
and the accompanying CD-ROM.

3 ring master notebook
Assignment book

Supplemental readings will be provided by the instructor.

An Online Learning Center provides study tools: www.mhhe.com/ub7e
Course Objectives:

- Develop the concepts and terminology necessary for understanding economic activity in the U.S. and other societies;
- Describe the characteristics, organization and operations of business, addressing such topics as ownership, marketing, production, finance, taxation, human resources, team process, global markets, and economic effects;
- Explain the place of capitalism in the U.S. economic system comparing and contrasting this system with other economic systems, including the effects upon the society;
- Utilize ethical considerations in business decisions as well as employer/employee relationships including such topics as diversity, age discrimination and harassment;
- Participate actively and critically during class discussions and relate discussion to ideas under study utilizing how to employ these ideas in the business world;
- Understand the appropriate and ethical use of technology in the classroom as well as in the business environment.

Content areas to be covered:

- Business Trends: how businesses function in a challenging environment; basic concepts of economics; global markets; ethical behavior and social responsibility.
- Business ownership: forms of businesses; entrepreneurship.
- Business Management: how leadership empowers workers to satisfy customers; adapting to new conditions; achieving excellence.
- Human Resources: how to motivate employees; recruitment and retention; mediation of conflicts.
- Marketing: building relationships with customers; developing and pricing products and services; distribution; promotional techniques.
- Decision Making: using technology to manage information; financial information.
- Managing Financial Resources: securities markets; investment opportunities; money and the monetary system; personal finances.

Grading: Grades reflect a demonstration of achievement of the course objectives. In-class as well as out-of-class work is necessary for the successful completion of the course.

Presentations, active class participation, supportive constructive criticism, quizzes, tests, use of electronic resources, and research work are criteria used to determine grades.

The grade structure for this class is as follows:
  15% attendance, class participation, and homework
  35% tests and/or quizzes
  35% written papers
  15% final exams