

Online Introduction to Business Fall 2007

TEXTS: The following are sold as a package at the HFCC Book Store:

Introduction to Business, Gaspar, Bierman, Kolari, Hise, Smith & Arreola-Risa

Business Bonus Pack: Your Guide to an "A"

A passkey for **Eduspace**

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Major Core Course Objectives

This is a survey course that has three primary objectives. The first is to provide students an overview of the domestic and international political and economic environment in which American businesses operate. The second is to introduce students to key functions and practices of business including, ownership, management, marketing and finance. The third is to enhance your ability to use the Internet as an effective research tool.. The major core course objectives of this course are to:

- Explain the role of business in the American economic system.
- Identify and define the scope of management.
- Identify and define the four functions of management.
- Discuss the planning process.
- Discuss the controlling process.
- Identify and define the forms of organization.
- Discuss the advantages and disadvantages of proprietorships, partnerships, corporations and limited liability companies.
- Identify and discuss internal organization structures.
- Discuss the process of staffing an organization.
- Identify and discuss the different styles of leadership.
- Discuss motivational theory.
- Discuss production control.
- Identify and define the components of the marketing mix.
- Discuss market segmentation.
- Discuss the product life cycle.
- Discuss the steps in product development.
- Discuss pricing strategies.
- Discuss the advantages and disadvantages of the various advertising media.
- Discuss various marketing strategies such as publicity and personal selling.
- Identify and define the channels of distribution.
- Discuss the process of physical distribution.
- Discuss the role of wholesalers and retailers in the distribution process.
- Explain financial statements including the balance sheet and income statement.
- Explain the concept of cash flow
- Discuss the sources of short-term and long-term financing.
- Use the Internet as a research tool for information gathering purposes.

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Grading Policy

Assignments:

Chapter readings (18 @ 6 points each)	108
Other assignments (number to be determined)	<u>354</u>
Total Assignments points	462

Examinations:

Chapter Examinations (18 @ 41 points)	<u>738</u>
Total available points	<u>1,200</u>

In addition, some extra credit assignments will be available. These are the only extra credit assignments that will be offered. Please do not ask for individual extra credit assignments. All such requests will be denied.

Students should monitor their progress in the course by regularly checking the “Grades/Progress” link on the course home page. Progress can be monitored as follows:

- A level performance: 90% or more of the Available Points to date.
- B level performance: 80% to 89.9% of the Available Points to date.
- C level performance: 65% to 79.9% of the Available Points to date.
- D level performance: 50% to 64.9% of the Available Points to date.
- Failing performance: less than 50% of the Available Points to date.

Final grades will be assigned as follows:

- Students who have 1,200 or more total points will receive an A+.
- Students who have at least 1,080 points but less than 1,200 points will receive an A.
- Students who have at least 960 points but less than 1,080 points will receive a B.
- Students who have at least 780 points but less than 960 points will receive a C.
- Students who have at least 600 points but less than 780 points will receive a D.
- Students who have less than 500 points will receive an E.

Other than as noted above, the instructor does not give plus (+) or minus (-) grades.

Drop Policy

THE INSTRUCTOR DOES NOT GIVE AUTOMATIC DROP (DR) GRADES.

DROP GRADES ARE ONLY GIVEN TO STUDENTS WHO:

- Request them from the Registrar's office by Thursday, November 8, 2007 OR
- Provide the instructor E-MAILED [mgarms@hfcc.edu or mgarms@henryford.ucompass.com] notice of their intention to drop the class no later than Monday, November 26, 2007. Telephone calls or other verbal notices are not acceptable.

STUDENTS WHO STOP COMPLETING ACTIVITIES AND WHO DO NOT OBTAIN A DROP, AS INDICATED ABOVE, WILL RECEIVE AN “E” GRADE FOR THIS COURSE.

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Assignments

There will be chapter reading assignments for the eighteen chapters that are to be submitted from within the UCompass course management system. In addition, there will be other assignments that will be varied and may require you to access other web sites. Students are expected to complete all chapter activities and assignments contained within this course. Questions regarding assignments should be e-mailed to: mgarms@henryford.ucompass.com. The instructor generally tries to respond to e-mails within 24 hours. However, e-mails sent on Friday, Saturday or Sunday may not be answered until the following Monday.

Since it is recognized that students have many obligations and responsibilities, you will be given two weeks to complete chapter activities. The Class Schedule below shows when each chapter will open and close. All chapter activities will open or close at 3:00 a.m. on the date indicated. Examinations automatically become unavailable at the noted time. You will also be prevented from submitting reading and other assignments after the closing date for the chapter activities. **Students are strongly encouraged not to wait until the end of the two week period to complete activities. The course management system used by Henry Ford Community College does not allow the extension of due dates for individual students.**

Assignment Grading

Assignments for a chapter are not graded until after the chapter closes. Every effort is made to have all assignments for a chapter graded within one week of the chapter closing date. As shown below, Chapter 1 closes on September 6, 2007. Thus, grading of the Chapter 1 assignments will not begin until September 6 and should be completed by September 13, 2007.

Assignment answers are generally graded using a 1, 3 or 5 point scale. For an answer worth 1 point, you receive the point for correctly answering the question. For an answer worth 3 points, average answers will receive 2 points while an above average answer will receive 3 points and a below average answer will receive 0 or 1 point. For an answer worth 5 points, a grade of 5 represents an A level answer, a grade of 4 represents a B level answer and a grade of 3 represents an average (C level) answer. Below average answers will receive between 0 and 2 points. Some answers may be graded using a multiple of 3 or 5 points. As an example, for an answer worth up to 25 (5 times 5) points, an average (C) answer would receive 15 (3 times 5) points. Since this is a college course, the instructor expects to receive more than one or two sentence answers to questions that are worth more than one point.

Since there may be as many as 90 students submitting an assignment and all assignments must be read and graded by me, it is not possible for me to make extensive comments on every answer for each student. Accordingly, please do not become upset if I do not comment on your answer or, if my comments are brief.

Quizzes and Examinations

Testing will consist of a mixture of multiple-choice and true/false questions on the materials in each chapter. The examination for a chapter must be completed and submitted for grading no later than the closing date for the chapter. **Because of the extensive testing of individual chapters, there will not be a comprehensive final examination in this course.** Additional information is in the instructions for each examination.

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Class Schedule

Chapter	Opens	Closes
1	8/23/07	9/06/07
2	8/30/07	9/13/07
3	9/06/07	9/20/07
4	9/13/07	9/27/07
5	9/20/07	10/04/07
6	9/20/07	10/04/07
7	9/27/07	10/11/07
8	10/04/07	10/18/07
9	10/11/07	10/25/07
10	10/11/07	10/25/07
11	10/18/07	11/01/07
12	10/25/07	11/08/07
13	11/01/07	11/15/07
14	11/08/07	11/22/07
15	11/15/07	11/29/07
16	11/22/07	12/06/07
17	11/29/07	12/13/07
18	11/29/07	12/13/07

When is 3:00 AM?

When in the day does 3:00 AM occur? AM is from the Latin “ante meridiem.” Webster’s New World Dictionary defines “a.m.” as “Before 12:00 noon and after 12:00 midnight.” PM, on the other hand, is from the Latin “post meridiem” which Webster’s New World Dictionary defines as “afternoon.” In other words, PM is that time of day after 12:00 noon but before 12:00 midnight. Therefore, 3:00 AM today occurred before you awoke to start the day.

Looking at it another way the Wednesday night broadcasts of the “Tonight Show” and the “Late Show” start at 11:30 PM on Wednesday night and end at 12:30 AM on Thursday morning. Once the Wednesday night broadcast of these two programs end, it is only 2 ½ hours until all activities due at 3:00 AM on Thursday morning are due.

Office Hours

It is expected that most, if not all, contact between us will be by e-mail from within the course. Should you decide to visit me in my office, I will be available to speak to you if I am in my office. While I attempt to be in my office for the scheduled office hours, I am very busy and may not always be there during a scheduled office hour. If that happens, please check with the Business and Economics Division Secretary to see when I am expected to return..

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On-Line Conduct Policy

A. Students at HFCC are expected to show respect for order, law, the personal rights of others, and the educational mission of the College, as well as to maintain standards of personal integrity.

B. Students working online will be held to the same behavioral standards as students in traditional classrooms. The instructor will be reviewing any online discussions between students and commenting where appropriate with the goal of helping students to better understand course content.

- Personal correspondence should be conducted elsewhere.
- Treat and respect others as you would like to be treated.
- “Flaming”, and angry series of words or comments used to personally attack others who may disagree with you, is not permitted.
- Take time to review the tone, language, word choice, spelling, and grammar of any written correspondence prior to sending it. You will be judged by the quality of your work.
- HFCC’s computer use policy is in effect. It can be found at <http://www2.hfcc.edu/resources/policy.htm>. Claimed ignorance of the policy or claims that a student did not know the act was in violation of the policy will not be accepted as defense to excuse such an act.
- Students are responsible for completing their own online course work. If two or more students submit identical answers to a written assignment, all of the students with identical answers will be considered guilty of academic dishonesty.

Academic Dishonesty

Henry Ford Community College considers academic dishonesty (cheating) to be a serious offense. The instructor has a zero tolerance toward cheating. Any student caught cheating will receive a failing grade in the course and the college registrar will be notified of the reason for the failing grade. College policy regarding academic dishonestly, including examples of dishonest acts, can be found at http://www.hfcc.edu/current_students/student_policies.asp#1. Claimed ignorance of the policy or claims that a student did not know the act was academically dishonest will not be accepted as defense to excuse such an act. Students are advised to be especially careful to avoid plagiarism.

A Request

Your instructor has a hearing disability and wears hearing aids. If you call me, please speak clearly and distinctly when leaving a telephone message. If you want your call returned, please pronounce your name and telephone number slowly and distinctly. E-mail is by far the best way to contact me.