



WEB COURSE -  
**BUS 115 - INTRODUCTION TO BUSINESS**  
**Spring 2013**

**I. Course and Instructor**

**Format:** WEB

**Instructor Information:**

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**Course Information:**

Synonym/Sequence Number: 71281 & 71282

Course Title: Introduction to Business

Course Code: BUS 115 DS21 & DS22

Credits: 3.0

Semester: Spring 2013

Prerequisite: College Level Reading

Meeting Times and Days:

Start Date: 1/14/2013 Refund Date: 1/30/2013 Census Date: 2/4/2013

Withdraw Date: 4/07/2013 End Date: 5/03/2013

**Orientation Note:** Orientation available at Introduction to Business, CMC Canvas site. Students need to read the orientation notes before beginning this course.

**Computer Access:**

Online courses require frequent computer use and access to the Internet. It is highly recommended that students have a personal computer for use in online courses. If you need to use a computer at your local Colorado Mountain College location, you will be able to do so during open lab hours. Please check with your local site for times. Labs will not be available for Collaborate web conferencing sessions, if included as part of your course, due to the verbal interaction involved.

If you have general questions about online learning, please contact **Colorado Mountain College Online Learning** at 800-621-8559, extension 8341 or [virtual@coloradomtn.edu](mailto:virtual@coloradomtn.edu).

**No-show reporting and financial aid: If you have not completed your introductory assignments (Student Learning Contract and Orientation Quiz) in Canvas by Tuesday, January 22nd you will be reported as a no-show and dropped from the course.** The resultant loss in credit hours may cause a reduction and/or cancellation of your financial aid award. Neither financial aid awards nor class reinstatement can occur after this point without significant documented extenuating circumstances. If you

have questions or concerns about this please contact your campus financial aid specialist.

([www.coloradomtn.edu/web/departments/financial\\_aid](http://www.coloradomtn.edu/web/departments/financial_aid))

## **II. Course Description:**

This course is a survey of the operations of the American business system. Fundamentals of the economy, careers and opportunities, marketing, management, production, governmental regulations, tools of business, and social responsibilities will be covered.

## **III. Course Objectives:**

Upon completion of this course, the student should demonstrate knowledge and/or skill in the following areas:

- A. To give students a macro view of business that is essential to such advanced and specialized courses as finance, marketing, management, and human relations.
- B. To provide students with meaningful, real-world-oriented information that can play a key role in their success both within and beyond the classroom.
- C. To give students an integrated view of the dynamic and exciting world of business.
- D. To create an awareness of the varied career opportunities in business and aid in selecting a vocation or enhance the vocation already selected
- E. Discuss social and ethical responsibilities of business.

At the end of the course, the student should demonstrate a better understanding of business and how it operates, the student role in the business world. The knowledge acquired about business will help the student become a better employee, manager, or owner.

## **IV. Evaluation Methods and Class Management**

### **Student Procedures:**

Since you will not be attending class sessions, you will use the **Telecourse Guide** (available on line via the **course Canvas site**) to complete the following activities:

Read page v – vii (Telecourse Guidelines) in the **Telecourse Guide** to gain an understanding of how the **Telecourse Guide** and the **Business** textbook work together.

Taking Lesson 1 (page 1 in the **Telecourse Guide**) as an example, read Introducing Business for an understanding of the contents of Lesson 1.

Read **Lesson Assignments**. Each **Lesson Assignment** explains what pages of the **Business** textbook to read and what video to watch. Read the appropriate pages and watch the corresponding video. While you view the video, you will need to answer 7 of the **Video Focus Questions** (do not confuse with the Text Focus Points) located on page 2 of your telecourse guide. Thus, all Video Focus questions will be found in your telecourse guide for each lesson. **A listing of the seven video focus questions that need to be answered for each lesson will be posted on the course Canvas site under each Assignment.**

After reading the required pages in **Business** textbook by Pride, **locate the essay questions that will be posted on the course Canvas site under each Assignment.** You will need to answer the three essay questions per lesson and submit these answers with your **Video Focus Points.** **Do not copy your essay answers directly from the textbook. Essay answers need to be written in your own words after reading appropriate material in your textbook.**

Submit your **7 Video Focus Points and 3 Essay Questions** answers via the Canvas site by their Due Date. List your answers for the Video Focus Points first and lastly the Essay Questions. Each question/answer submitted is worth 1 point. **Do not send me essay questions for a lesson without the video focus points at the same time.**

Please use the following format when submitting your lessons:

**Your Name**

**BUS 115**

**Lesson # 1**

**Video Focus Points:**

**Q. 2**

**Q. 5**

**Q.6**

**Q. 8**

**Q. 10**

**Q. 13**

**Q. 15**

**Essay Questions:**

**1.**

**2.**

**3.**

Thus, for each lesson you will have answered 10 questions: 7 video focus points and 3 essay questions. **All video focus and essay questions need to be answered in complete sentence form.**

Review the **Learning Objectives** (LO) prior to reading the appropriate chapter pages and viewing the corresponding video. Do you understand the **Goal** described? Can you explain the lesson **Objectives**? You can review the LO after reading/viewing to ascertain comprehension.

On your own define the **Key Terms**, I suggest you write them down on a piece of paper and in the course of the next three days, use each term in your daily conversations at least three times. Do not send Key Terms definitions to your instructor. Do use key terms in all written assignments you send to Instructor Silver ...using the language is important!

You must answer the prescribed **7 Video Focus Points and 3 Essay Questions** and submit them via the Canvas site when due.

All assignments (except for the Student Learning Contract, Orientation Quiz and those assignments due at the end of the semester) have a 10 days grace period with a 10% penalty attached. **No work, (lesson assignments and special assignments) will be accepted after 10 days of the due date** (i.e., 11:59PM Wednesday following a Sunday due date). All deadlines are set via the Canvas site at 11:59PM Mountain Time.

**If you have not completed your Student Learning Contract and the Orientation Quiz (introductory assignments) in Canvas by Tuesday, January 22 you will be reported as a no-show and dropped from the course according to CMC policy.**

There will be five (5) **special assignments** due during the semester. The **special assignments** will be posted on the course Canvas site. Answers to the special assignments need to be submitted via the Canvas site. Special assignments are of an essay variety and will require you to do research at your local library or using the Internet. Special assignments should be treated as mini research projects and need to be a minimum of two pages long and have at least 3 resources cited.

## **GETTING STARTED:**

1. **Order** your textbook. You'll want to have the textbook by the first day of class.
2. **Read** the course syllabus and **Read** the course orientation notes on the Canvas site.
3. **Contact** me after reading the course syllabus and class orientation notes. You can contact me either by using your own e-mail or by using the Canvas site. My e-mail address is located on the first page of this syllabus. Let me know that you have read the course syllabus, read the course orientation notes (link is on Canvas web site, Home page), ordered your book, listed your personal information on the Canvas site and submitted or will be submitting your Student Learning Contract by its January 22 due date. In addition, this is the place to ask me any questions you have regarding this class.
4. **Return** the **Student Learning Contract via the Canvas site**. This contract must be returned to me before **Tuesday, January 22. Failure to do so will result in you being reported as a no-show and dropped from the course according to CMC policy.**
5. **Complete the student orientation quiz**. This quiz is worth up to 10 points. The orientation quiz is posted on the course Canvas site (under assignments). This quiz must be completed before **Tuesday, January 22. Failure to do so will result in you being reported as a no-show and dropped from the course according to CMC policy**

## **How to succeed in the Introduction to Business class:**

**DOs:**

**Do** read this entire syllabus. Know the procedures.

**Do** – Read the course orientation notes (linked on Canvas site Home Page). These notes, available two weeks before the class starts, will give you all the detail you need to know about how to successfully complete this course.

**Do - Start now!** Order your text book as soon as possible. Begin reading the text. Use the video tapes via the Canvas site.

**Do** - Submit your e-mail address in the CMC Canvas site as detailed in this syllabus. This allows me to communicate with you via e-mail and is the only place where I can e-mail all the students enrolled as a group mailing.

**Do** check the Canvas site of this class periodically for course announcements.

**Do** send your work, only, in completed form for those lessons and for that deadline. Thus, for lessons one and two, you'll want to submit both lessons at the same time.

**Do use Microsoft Word** to send any attachments to me. **I can only open attachments saved as Microsoft Word files.** I have Microsoft Word 2010, so I am able to open earlier versions.

**Do plan ahead. The Canvas site will not allow you to send assignments after 11:59PM of their ten days grace period. There are no exceptions to the deadline policy!!!**

**Do** save all of your work. This protects you if for some reason you need to resend any of work due to computer problems.

## **DO NOTS:**

**Do not** send incomplete work. Please, only send work that is completed for the lesson due. Thus, do not send the video focus points for chapter one without the essay questions for chapter one. Do not send me essay questions for both chapters one and two without the video focus points. If you do send incomplete lesson work, I will not grade it. Please send all the lessons due for each deadline at the same time. **I will always wait until I have received all lessons due for a deadline before replying.** Note, you can send special assignments separate from lesson assignments.

**Do not** send your work electronically (as an attachment) in any format other than in Microsoft Word files. **I can only open attachments saved as MICROSOFT Word files.** I cannot open WordPerfect or any other word-processing software. If you do not have Microsoft Word available to you, you can either send it to me as a text entry (copy and paste your work as provided in the Canvas submission box) or use the CMC computers at your local campus that have Microsoft Word software.

**Do not get behind in your work.** This class requires that you do the assigned work in the assigned time frames. The further you get behind in your work, the harder it will be to complete this course successfully.

**Do not plagiarize.** CMC defines plagiarism: “the act of appropriating another person’s written, artistic, or musical composition, or portions thereof, or ideas, language or symbols, and conveying the material as the product of one’s own mind, without giving credit to the originator.”

## **Class Organization**

BUS 115 – Introduction to Business, Web course consist of **four required elements:** (1) telecourse guide, (2) textbook, (3) video programs and (4) Canvas (Web Site). You cannot successfully complete this course without any of the four elements.

### **1. Telecourse guide book**

The telecourse guide book acts as your daily instructor. You will use this book to receive your weekly assignments and for the text reading requirements. The video focus point questions that you will need to submit to me are located in the telecourse guide book. If you follow the telecourse guide book recommendations and view each video lesson carefully, you should be well on your way to successfully accomplishing many of the requirements for this course.

### **2. Textbook**

The textbook chapters will need to be read as part of your weekly activities. Your weekly essay questions will refer to material covered in the textbook.

### **3. Video Programs**

The video program for this course is, *It's Strictly Business*. There are 26 programs. Each program is one half of an hour. The videos for this course are available via internet streaming access. See the "Video Access" area in your Canvas course site Home page for information about logging in. The video programs are packed with information, so watch them carefully.

#### **Listing of Video tapes:**

Programs 1-2: Introducing Business, E-Business

Programs 3-4: Defining Economic Systems, Accommodating Business Law

Programs 5-6 Contending with Government, Involvement, Promoting Social Responsibility

Programs 7-8 Competing in a Global Environment, Business Information

Programs 9-10 Selecting a Form of Business Ownership, Highlighting Small Business

Programs 11 -12 Managing a Business, Establishing a Business Organization

Programs 13 – 14 Managing Human Resources, Managing the Work Environment

Programs 15 -16 Handling Labor Relations, Marketing Products

Programs 17-18 Defining Products, Managing Operations

Programs 19 – 20 Pricing Products, Promoting Products

Programs 21-22 Distributing Products, Understanding Money

Programs 23 -24 Managing Short-Term Financing

Programs 25 -26 Accounting for Management, Managing Risk

### **4. Canvas Web Site:**

This online course management system is detailed later in this syllabus. It is extremely important that you use this site to enter your personal information. It is through this web site that I will communicate with you during the semester. The Canvas site will be the sole means of accessing course documents (orientation notes, orientation quiz, student learning contract, video and essay questions, special assignments, readings for special assignments, videos and the telecourse guide), as well as for submitting your assignments and communicating with me. For this course, all the links that you will need and the all of the assignments will be available to you via the course HOME page. I usually have the class Canvas site available to students by 2 weeks before start of class.

### **IMPORTANT:**

To be a successful student in this course will require self-discipline and time management as well as written communication and personal computing skills. All of these skills are required in today's job market. I will expect that lessons and Special Assignments to be completed by the scheduled due dates. All material will be submitted via the Canvas site. **If I do not receive your work because of any type of computer problem(s), if I am unable to read your work, if**

**I cannot open it electronically or if you forget to send an attachment, send a blank attachment, send the wrong attachment or send a corrupt file, you haven't successfully submitted the work.** It is your responsibility to make sure that I receive your work and to convey the correct information in a clear and concise fashion and to meet all deadlines. **The date and time that you send and I am able to open and read your work determines if your work was submitted on time.** Please keep copies of all your work submitted to me. Any late work will be docked 10% for tardiness. Each late lesson assignment will be docked 1 point and late special assignments will be docked 3 points. No work will be accepted after 10 days of the due date (i.e., 11:59PM Wednesday following a Sunday due date).

### **Technology:**

The educational delivery set-up for this class relies completely on various technologies. There is one server for the CMC Canvas site and a different server that Dallas Community College supports for the video access. Servers can go down and occasionally will go down at the most undesirable time. In addition, we all rely on different Internet providers. Thus, a world to the wise, always allow yourself a backup plan. The course format sets aside a ten days grace period (with the minimum late penalty enforced) to deal with any such technological issues. However, for those students who prefer to wait to the last possible day or hour to submit assignments and then encounter a technology problem beyond their control, note, there are no allowances made to the exception policy. **Be smart, be safe, be less stressed, plan and work in advance of schedule deadlines.**

#### **In summation:**

- Read this syllabus thoroughly.
- Read the course orientation notes via Canvas (available 2 weeks before class starts).
- Familiarize yourself with the CMC Canvas site. Make sure to enter your personal information at this site including your e-mail address.
- Contact instructor via the Canvas site to let him know you have read the syllabus, ordered your textbook, read the orientation notes, entered your personal information on the Canvas site. This is your opportunity to ask any questions that you may have regarding this class.
- **Submit the Student Learning Contract and Orientation Quiz before the January 22 deadline. Failure to do so will result in you being reported as a no-show and dropped from the course according to CMC policy.**
- Submit your orientation quiz (found on the Canvas site under Assignments).
- View videos and submit your 7 answers to Video Focus Points from **Telecourse Guide**.
- Read pages in **Business** textbook as outlined in Lesson Assignments from **Telecourse Guide**. Submit answers for your 3 Essay Questions.
- Return Special Assignments by their Due Date.

- Stay on schedule. Do not fall behind in your assignments.
- Pass go and collect \$200.

**Class Schedule:**

	Week of:	Lesson Due	Other work due:	Due Date
1	14-Jan		Learning Contract & Orientation Quiz	Tuesday, Jan. 22
2	21-Jan	1 & 2		27-Jan
3	28-Jan	3 & 4	Special Assignment 1	3-Feb
4	4-Feb	5& 6		10-Feb
5	11-Feb	7 & 8		17-Feb
6	18-Feb	9 & 10	Special Assignment 2	24-Feb
7	25-Feb	11 & 12		3-Mar
8	4-Mar	13 & 14		10-Mar
9	11-Mar		Fall Break	17-Mar
10	18-Mar	15 & 16	Special Assignment 3	24-Mar
11	25-Mar	17 & 18		31-Mar
12	1-Apr	19 & 20	Special Assignment 4	7-Apr
13	8-Apr	21 & 22		14-Apr
14	15-Apr	23 & 24		21-Apr
15	22-Apr		Special Assignment 5	28-Apr
16	29-Apr	25 & 26	End of Semester**	<b>Friday, May 3</b>

**\*\*NO WORK WILL BE ACCEPTED AFTER FRIDAY, MAY 3. PLEASE PLAN ACCORDINGLY!**

**This is not a self-paced course! You must meet course deadlines!** However, you can complete your weekly assignments any time of day or night and feel free to work ahead of the schedule.

**The instructor will not accept or grade any work submitted 10 days after the due date.**

Points earned will be totaled at the end of the semester and divided by 400 to determine a percent of possible points earned. For example: 340 points earned, 400 points possible.  $340/400 = 85\%$  (B grade)

<u>Points</u>	<u>Grade</u>	<u>Percentage</u>
366+	A	93+
358 – 365	A-	90 - 92
346 – 357	B+	87 - 89
330 – 345	B	83 - 86
318 – 329	B-	80 - 82
306 – 317	C+	77 - 79
286 – 305	C	73 - 76
278 – 285	C-	70 - 72
266 - 277	D+	67 - 69
246 – 265	D	63 - 66
238 – 245	D-	60 - 62
237 & below	F	0 - 59

**Points available:**

Student Learning Contract	5 points
Orientation Quiz	<u>10 points</u> 15 points
Video Focus Points	182 points
Essay Questions	<u>78 points</u> 260 points
Special Assignment 1	25
Special Assignment 2	25
Special Assignment 3	25
Special Assignment 4	25
<u>Special Assignment 5</u>	<u>25</u>
Special Assignments	125 points
Total Points Available	400 points

**DEADLINES: NO EXCUSES NEEDED AND NO EXCUSES ACCEPTED.**

In the course of a semester, I understand that there are numerous events that may cause you to be late with an assignment(s). This is understandable. The following are my top 3 reasons that **I do not grant exceptions to any deadlines**. First, there is a built in grade cushion of 34 points. The total points available for this class are 400. The amount of points needed for a grade of A is 366. That 34 point difference is yours to use when you face those unavoidable situations that can occur (late registration, sickness, death in the family, any and all types of technical/computer/server/video access problems, delay in getting your books, moving, relationship issues, any and all types of employment/ job related issues, bad

hair day, etc.). Second, most assignments (except for the Student Learning Contract and those due at the end of the semester) already have a 10 day grace period with a minimal point(s) penalty attached. Third, this allows me to provide grading consistency to all of the students taking this class: **I DO NOT ACCEPT ANY ASSIGNMENTS AFTER THEIR DEADLINES.** I strictly adhere to all the deadlines and ask that you do not request special treatment if you are unable to meet all of them. **The date and time that you sent your assignments and I am able to open and read your work determines if your work was submitted on time. The Canvas site will not allow you to send assignments after 11:59PM of their ten days grace period. Please do not call me or e-mail with any requests for exceptions to this policy.**

NOTICE:

A student judged to have engaged in academic misconduct as defined in the “Academic Policies and Requirements” section of the Colorado Mountain College Student Handbook will, at a minimum, receive a “zero” for the work in question. The student may also be removed from the class, resulting in a failing grade. All student course material may be submitted to Turnitin (or another anti-plagiarism program) at the instructor’s discretion. “Academic Expectations,” the “Student Code of Conduct and Judicial Process” and more information about academic misconduct can be found in the Student Handbook, online version at: [http://www.coloradomtn.edu/File/student\\_handbook.pdf](http://www.coloradomtn.edu/File/student_handbook.pdf).

Students are responsible for course materials from assigned text(s) and reading, lectures, labs, and other assignments as required.

The instructor may alter any, or all, of this syllabus during the semester as the learning environment requires. Students will be notified of changes in the Canvas course shell.

If you have a disability protected by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act and feel you may need classroom accommodations based on the impact of your disability, please contact the Disability Services Coordinator on your campus.

- Edwards and Steamboat Springs: Deb Farmer at 970-870-4450
- Aspen, Carbondale, Glenwood Springs (including Spring Valley), and Rifle: Dr. Anne Moll at 970-947-8256
- Breckenridge, Dillon, Leadville, and Chaffee County: Sandi Conner at 719-486-4200

Students wishing to withdraw from this course must INITIATE the course withdrawal/drop process at the site Registration Office.

This class could be cancelled one week prior to the census date if a sufficient number of students are not enrolled by that date.

### **V. Grading System:**

Information about the CMC grading scale is available in the College Catalog. You will receive a grade report for current semester courses at the end of each term. This grade report is mailed to your permanent mailing address. Reports are mailed approximately two weeks after the end of the academic term.

Additional information is available at:

[http://catalog.coloradomtn.edu/content.php?catoid=3&navoid=620#Grading\\_System\\_and\\_Options](http://catalog.coloradomtn.edu/content.php?catoid=3&navoid=620#Grading_System_and_Options)

## **Required Course Materials:**

**Yes, both books are required. You only need to purchase the textbook.**

**Business**, Pride, William M., Robert J. Hughes, and Jack R. Kapoor. Business. 11th ed. Boston, MA: South-Western/Cengage Learning, 2013.

ISBN 978-0-538-47808-3 or Loose Leaf Version, ISBN: 978-1-111-52620-7

**Telecourse Guide for It's Strictly Business**, You will find the telecourse guide in electronic form. Simply log in to the class Canvas web site and click on the portal for Telecourse Guide on the Home page. Thus, there is no need to purchase the telecourse guide.

## **ORDERING BOOKS**

Colorado Mountain College has chosen to partner with Follett Virtual Bookstores to operate textbook services. You will find the official textbook list at [www.coloradomtn.bkstr.com](http://www.coloradomtn.bkstr.com). If you ever have any online bookstore questions, you can email [coloradomtn@fvb.follett.com](mailto:coloradomtn@fvb.follett.com) or call 800-621-4088.

Students can sell back books anytime online or in-person at Follett's CMC buyback events. Sign up for the online store's email list at [www.coloradomtn.bkstr.com/email](http://www.coloradomtn.bkstr.com/email) for more information on future buyback dates/times and to receive other important messages from Follett.

Ordering Textbooks with Financial Aid:

Students wishing to use their Financial Aid to purchase their textbooks from the Colorado Mountain College Online Bookstore (Follett) may be set up with a *CMC Flex Pay account*. Contact your local CMC Accounts Manager for instructions and your specific username and password information. If you are not close to a CMC site contact CMC Online Learning at 970-947-8341 or [virtual@coloradomtn.edu](mailto:virtual@coloradomtn.edu).

## **VII. Other Information**

### **Canvas**

Canvas by Instructure is the online learning management system (LMS) used by Colorado Mountain College. You access Canvas via your web browser, i.e.: Mozilla/Firefox, Internet Explorer, Opera, etc. Students, faculty and staff members use the CMC Canvas site to access course announcements, documents, research links and library resources, to receive and deliver completed assignments, take tests, and to communicate with each other via email, discussion boards and chat.

For instructions on How to Access your Canvas Account, Canvas How To's, and who to contact for all your Canvas questions and support needs, please visit: [www.coloradomtn.edu/web/departments/faq-for-students](http://www.coloradomtn.edu/web/departments/faq-for-students)

### **Student Email**

All CMC students enrolled in a credit-based class (0.5 hour credit class or more) will be assigned a CMC student email address through Google mail (Gmail). Please allow at least 48 hours after you register for this account to be activated. For more information on your CMC student email account, please visit the Student page of the MyCMC Portal: [mycmc.coloradomtn.edu](http://mycmc.coloradomtn.edu).

### **Video Information**

The videos for this course are available via Internet streaming access. See the "Video Access" area in your

Canvas course site for information about logging in.

***Important: A Few Words About Microsoft Word:***

Microsoft Word is the standard word processing program for the majority of CMC instructors. Students without Microsoft Word may use the free software from [www.OpenOffice.org](http://www.OpenOffice.org) to create Word-compatible documents. The program also includes spreadsheet, presentation, drawing, and database applications. The program is available for Windows, Macintosh, or Linux operating systems. Microsoft Word is installed on computers available in computer labs at CMC locations.

**Virtual Library Information**

<http://library.coloradomtn.edu/content.php?pid=349163&sid=2891178>

The Virtual Library has its doors open 24/7, providing access to thousands of online journals and newspapers, books and art images, downloadable videos and audio books, career resources and practice tests.

If you need help with the Virtual Library, email [reference@coloradomtn.edu](mailto:reference@coloradomtn.edu) or call us at 800-621-8559, extension 2926.

**Colorado Mountain College Online Learning**

Information is available at: [www.coloradomtn.edu/online\\_learning/](http://www.coloradomtn.edu/online_learning/).

END OF SYLLABUS