Introduction to Business
Syllabus
102-101

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Course Duration: 18 weeks
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Course Description:
An introduction to what a business is, how it operates, and how it is managed. Students will identify forms of ownership and the processes used in production and marketing, finance, personnel and management in business operations.

Course Competencies:

1) Analyze the environment in which business operates.
2) Analyze the affect of economic conditions on business performance.
3) Analyze the affect of global conditions on business performance.
4) Identify the main forms of business organizations.
5) Acknowledge the role of ethics in the business environment.
6) Explain the marketing process and how it drives business activities.
7) Determine how distribution strategies influence the firm’s value.
8) Explain the internal structures of organizations.
9) Depict the role of operations in the business environment.
10) Explain how firms use accounting.
11) Analyze sources of financing for business.

MSTC Core Abilities:

In addition to specific job-related training, MSTC has identified a set of core abilities which are transferable and go beyond the content of a specific course. The college supports the following skills for all graduates of MSTC:

• Act with Integrity
• Communicate Effectively
• Demonstrate Effective Critical and Creative Thinking
• Demonstrate Global Social Awareness
Course Expectations:

- **E-mail:** The instructor communicates mainly via email when class is not in session. Therefore, the student is required to use his/her MSTC e-mail account and check it frequently throughout the day.

- **Class attendance:** Students are expected to attend all scheduled classes. If you must miss class, please contact the instructor beforehand. Attendance will be recorded at the beginning of each class period. Completing work, but not showing up for class, does not guarantee successful completion of the course. Students absent for more than one week without contacting the instructor may be dropped. In addition, the MSTC business division has an attendance policy that states if a student misses 10% (i.e. 5) or more of scheduled classes, an instructor is then allowed to drop the student from that particular class. **This policy will be enforced, so keep your absences to a minimum!**

- **Responsibility for missed class:** I will not repeat a lecture for someone who misses a class, nor will I seek out students who have missed classes to “catch them up.” It is your responsibility to obtain handouts, notes and information that may have been distributed or announced on class days you missed. I recommend that you partner with at least one classmate in the event you miss class.

- **Arrival for and departure from class:** Students are expected to arrive for class on time and to remain in class. I am VERY STRICT about this! Arriving late is a disruption and a distraction to other students and to the instructor. I will not repeat information that you missed because you were late. Students habitually arriving late may be subject to a penalty.

- **Cell Phones, laptops and other electronic devices:** Students are expected to ensure that cell phones or other electronic devices are turned off and stored away during class. Please notify the instructor in advance if you anticipate the need to answer a call during the class period. Laptops may be used to access class materials, do research if asked during class, and take notes only. No instant messaging, web surfing, etc will be tolerated. Not meeting any of these expectations regarding electronic devices may be subject to a penalty.

- **Prepared for class:** Students are expected to come to class prepared and ready to participate in an active manner. This means that students should read and be knowledgeable of the material BEFORE coming to class.

- **Positive participation and respect:** Students are expected to participate in a positive manner. Students will act in a professional and respectful manner at all times. Students not acting in an appropriate manner or not participating in a positive manner may face disciplinary action, including being dropped from the course.

- **Completion of work:** Students are expected to complete all assignments and submit assignments on time. If a student is absent, it is his/her responsibility to find out what was missed. Late assignments will be subjected to the penalties outlined below.

- **Originality of work product:** I DO NOT tolerate plagiarism! Students are expected to submit his/her own original work on all assignments. Dishonesty, cheating, work
copied or plagiarized will automatically receive a zero. This includes those giving and receiving plagiarized work. Students may be subject to sanctions for all forms of dishonesty in accordance with the Student Standards of Conduct and the Business Division Policy on Academic Integrity. Instructors now have the ability to determine if student original work is being submitted so DO NOT use someone else’s work as your own. Penalties could include receiving an “F” for the course even after only one occurrence of plagiarism. It is simply NOT tolerated.

- **Late Work:** Students are expected to submit homework on time. All late work will be subject to a 10% deduction. A grade of zero will be given to any work that is more than 2 weeks late.
- **Missed exams:** Make-up exams are not allowed except under the most extreme circumstances. The instructor reserves the right to determine what is “extreme.”

**Grading:**

Your grade will be determined by how well you perform with **Weekly Assignments**, (5) **Exams**, (1) **Group Presentation and** (1) **Final Project**. A portion of your grade will also be determined by how much you participate in class and the quality of that participation. All assignments must be typed, not handwritten. All assignments must be turned in on the date due. If a student is absent, it is his/her responsibility to find out what was missed. Late assignments will receive a reduced grade as noted above. There will be no credit given for an assignment that is turned in more than two calendar weeks late. Here is the grading scale that will be used:

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<td>A</td>
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<td>C</td>
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**Acceptable Use Agreement for MSTC Information Technology Resources:**

Each person that uses MSTC information technology resources including MSTC's computers, computer network, web-accessible e-mail, and online learning management system are required to abide by the terms of MSTC’s Acceptable Use Policy [http://www.mstc.edu/students/policiesusage.htm](http://www.mstc.edu/students/policiesusage.htm). The college reserves the right, without notice, to limit or restrict access and to inspect, remove or otherwise alter any data, file
or system resource that may undermine the authorized use of any MSTC information technology resources. Violations of MSTC’s Acceptable Use Policy are subject to disciplinary action which may include expulsion from this class and the college.

MSTC Academic Integrity Policy:
The Mid-State Technical College Board, administration, faculty, and staff believe that academic honesty and integrity are fundamental to the mission of higher education. All students are expected to maintain and promote the highest standards of personal honesty and professional integrity. These standards apply to all examinations, assigned work, and projects. Therefore, a student who is found to have been dishonest, fraudulent, or deceptive in the completion of work or is willing to help others to be so, or who plagiarizes; presents the work of others as his or her own, is subject to disciplinary action up to and including suspension.

ADA College-Wide Statement:
If you know you have a recognized disability, or suspect that you might have one, it is your responsibility to identify yourself as soon as possible to the Disability Services staff in Student Services. Course standards will not be lowered but various kinds of accommodations are available to you. Adequate and reasonable time will be required to develop and provide appropriate accommodations so contact Disability Services as soon as possible. It is MSTC’s goal to assist you in your individual educational plan.

Plagiarism and Guidelines for Citing Reference Material:
The Mid-State Technical College Academic Integrity Policy, noted in this syllabus, states “. . . . a student who is found to have been dishonest, fraudulent, or deceptive in the completion of work or is willing to help others to be so, or who plagiarizes; presents the work of others as his or her own, is subject to disciplinary action up to and including suspension. “

Below are several useful links that define plagiarism and provide ways to avoid plagiarism.

http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml
http://owl.english.purdue.edu/owl/resource/589/01/
http://en.wikipedia.org/wiki/Plagiarism

Special Needs:

On request, MSTC provides reasonable accommodations for qualified students with disabilities. Services are arranged through the Disability Services Office on campus. You must directly contact disability services staff through the Student Services Office before you request special consideration from the instructor

Special Note: This syllabus is intended to be a guideline for student success and course management. It cannot cover every situation that may occur. Decisions will be made by the instructor as needed throughout the semester to address specific issues that may arise. The syllabus and any published schedules are subject to change.