INTRODUCTION TO BUSINESS SYLLABUS

COURSE TITLE: Introduction to Business
COURSE NUMBER: 10-102-101 - 62959
CREDIT HOURS: 3
CLASS LOCATION: MSTC – Stevens Point Campus Room 137
CLASS SCHEDULE: September 9, 2009 thru December 21, 2009
Mon & Wednesday’s – 4:00 to 5:40 p.m.

INSTRUCTOR INFORMATION:
Name: Jullie Purkapile
Office: 106 H – Stevens Point Campus
Phone: 342.3118
Email: Jullie.Purkapile@mstc.edu
Webpage: http://instructor.mstc.edu/instructor/jpurkapi/
Office Hours: Monday through Thursday – 10:00 to 11:00 a.m. or by appointment.

COURSE DESCRIPTION: The Introduction to Business course is 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.
11. Analyze sources of financing for businesses.


SUPPLIES: One USB drive, however it is strongly encouraged to use your H:/ drive as a back-up for course work.
EVALUATION DATA:
Grades will be determined from the following assessments:
- Homework Assignments
- Research and Group Presentations
- In Class Activities
- Chapter Review Questions/Cases
- Final Exam
Total Potential Points: 1574

Any late assignments, receive an automatic five point reduction for each day the assignment is late. No more than a one-week late time frame will be permitted, unless there are extenuating circumstances in completing this class. All work must be submitted in order to complete the requirements of this class.

In class activities and team group presentations must be completed on the date assigned or a zero will be given. If there are extenuating circumstances, make-up activities and presentations will be completed within two days of original schedule or a zero will be given.

As a general rule, I do not provide extra credit. Your performance throughout all requirements of the course will determine the final grade. The following scale will be used to determine the production grade for the semester:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>95.0 – 100 %</td>
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<tr>
<td>A-</td>
<td>93.0 – 94.9 %</td>
</tr>
<tr>
<td>B+</td>
<td>89.0 – 92.9 %</td>
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<tr>
<td>B</td>
<td>86.0 – 88.9 %</td>
</tr>
<tr>
<td>B-</td>
<td>84.0 – 85.9 %</td>
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<tr>
<td>C+</td>
<td>82.0 – 83.9 %</td>
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<tr>
<td>C</td>
<td>79.0 – 81.9 %</td>
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<tr>
<td>C-</td>
<td>76.0 – 78.9 %</td>
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<tr>
<td>D+</td>
<td>75.0 – 75.9 %</td>
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<tr>
<td>D</td>
<td>74.0 – 74.9 %</td>
</tr>
<tr>
<td>D-</td>
<td>73.0 – 73.9 %</td>
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<tr>
<td>F</td>
<td>Below 73.0 %</td>
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NOTE: It is the student's responsibility to maintain a record of all graded assignments and to periodically compute his/her grade. Students are encouraged to contact their instructor if they drop below 76% in a course in order to determine appropriate redemption that could improve their success in the course.

LEARNING ACTIVITIES:
- See the Course Schedule for assignments and due dates. The student is responsible for each assignment. **Please label your homework with your name, the assignment name and due date.**
- In-class activities related to the course objectives
- Research and team presentations
- Chapter quizzes and final exam
- Students will participate in class activities to cement learning
ATTENDANCE:
Regular, everyday class attendance is expected of all students. A student may be withdrawn from a
class due to excessive absences. If a student has an unavoidable absence, the student is responsible
for obtaining any handouts or lecture notes given during that absence. However, the absence does
not excuse him/her from taking tests or submitting work on time. Students are encouraged to
contact/submit work to the instructor any number of ways and to discuss problems with attendance.

ETIQUETTE AND RULES OF INTRODUCTION TO BUSINESS:
During class discussions and lectures, students will not surf the web, check e-mail, chat, or instant
messaging. Consistent interruptions during our class time will result in penalties to your grade.

- Do not use class time to work on other courses or personal business.
- Cell phones, PDAs, music devices, etc. must be turned off before the beginning of class.
- Log-off from chats or instant message at the beginning of class.
- Check your e-mail in between class meetings for announcements regarding information
  or updates to class activities.

DISTRICT ACADEMIC HONESTY STANDARDS:
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 willing to help others
to be so or who is found to have plagiarized (presented the work of others as his or her own) is
subject to disciplinary action up to and including suspension.

ACADEMIC DISHONESTY:
Academic dishonesty will NOT be tolerated. Any student found to be involved in any verifiable
incident of academic dishonesty (copying, cheating, plagiarizing, etc.) will receive a grade of “F” for
the class.

SPECIAL NEEDS:
If you know you have a recognized disability, or suspect that you might have one, it is the student’s
responsibility to identify him/herself as soon as possible to the Disability Services staff in Student
Affairs. Course standards will not be lowered but various types 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 – Mary Marks at the Stevens
Point campus 715.342.3113 or Patti Lloyd at the Wisconsin Rapid campus 715.422.5452. It is
MSTC’s goal to assist you in your individual educational plan.