

BUS 100C Introduction to Business Course

Syllabus-Fall 2021.

Version 09/11/2021

Instructor: Tim Ritter

Office: As an adjunct instructor, I have no office on campus. If you need tutoring, I'll be happy to schedule a virtual meeting with you.

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Textbook:

Introduction to Business 8th (ISBN 13 978-1-28577533-3) or 10th Edition By Kelly & Williams. (ISBN 978-1-28577531-9). Electronic versions of the textbook are available.

Course Description: This basic introductory course is designed to give students a broad overview of business. We will explore a variety of topics that include what constitutes a business, different types of business structure, the changing environment that businesses must confront, the role of economics, finance, accounting, marketing, management, ethics, government and taxes, and profits in a modern business environment. We will also explore the role of globalization and the role of politics that necessitates a sometimes-uncomfortable relationship between business and political leaders.

Course Outline:

Week One: August 23-29 Course Introduction and expectations Read chapter 1, review power point slides and video under the content tab in Blackboard on Business Now: Change is the only constant. Quiz 1 Chapter 1 due on Blackboard by midnight Sunday August 29.

Week Two: August 30-September 5 Read chapter 2, review power point slides and video on Chapter 2 Economics: The Framework of Business. Quiz 2 Chapter 2 due on Blackboard by midnight Sunday September 5.

Week Three: September 6-12 Read chapter 4, review power point slides and video on Business Ethics.

Week Four: September 13-19 Chapter 4 Business Ethics (continued): -. Quiz 3 Chapter 4. Read Chapter 5. Submit assignment concerning business ethics. Submit paper on Business Ethics.

Week Five: September 20-26 Read chapter 5, review power point slides and video on Business Communication-Quiz 4 due on Blackboard by midnight Sunday September 27. **Test 1 over chapter 1, 2, 4, & 5 Due on Blackboard by midnight Sunday September 26.**

Week Six: September 27-October 3 Read chapter 6, review power point slides and video on Business Formation. Quiz 5 on Blackboard by midnight Sunday October 3.

Week Seven: October 4-10 Read chapter 7, review power point slides and video on Small Business and Entrepreneurship, Quiz 6 due on Blackboard by Sunday October 10.

Week Eight October 11-17 read chapter 9, review power point slides and video on Finance Acquiring & Using Funds to Maximize Value Quiz 7 Chapter 9 due on Blackboard by midnight Sunday October 17. Assignment interview with businessperson due 10/17 by 11:59 PM.

Week: Nine October 18-24 Read chapter 10, review power point slides and video on Financial Markets: Allocating Financial Resources. Quiz 8 Chapter 10 due on Blackboard by midnight Sunday October 25. **Exam 2 over chapters 6, 7, 9, and 10 Due on Blackboard by midnight Sunday October 24**

Week Ten: October 25-October 31 Read chapter 11, review power point slides and video on: Marketing: Building Profitable Customer Connections. Quiz 9, Chapter 11 due on Blackboard by midnight Sunday October 31.

Week Twelve-November 1-7 Read chapter 12, review power point slides and video on Product & Promotion: Creating & Communicating Value Quiz 10 over chapter 12 due on Blackboard by midnight Sunday November 7.

Week Thirteen November 8-14 Read chapter 13, review power point slides and video on Distribution and Pricing: Right Product, Right Person, Right Place, Right Price. Quiz 11 due by midnight on Blackboard by midnight Sunday November 14. **Exam 3 over chapters 11, 12, & 13**

Week Fourteen: November 15-November 21 Read chapter 14, review power point slides and video on Management, Motivation & Leadership Quiz 12. Due on Blackboard by midnight Sunday November 21.

Thanksgiving Break November 24-26

Week Fifteen: November 29-December 5 Read chapter 15, review power point slides, and watch video on: Human Resource Management: Building a Top-Quality Workforce Quiz 13 due on Blackboard by midnight Sunday December 8. **Exam 4 over chapters 14 & 15 on Blackboard due by midnight Saturday December 4.**

The Final Exam will be available on Blackboard from 6 AM-midnight Monday December 6 You will have 60 minutes to complete, and you must complete the test once you log on to Blackboard. The exam will cover the following chapters 1, 2, 4, 5, 6, 10, 11, 12, 13, & 14.

Assignments and Grading Scale:

Exam 1	100 points.
Exam 2	100 points.
Exam 3	100 points
Exam 4	100 points
Final Exam	200 points
Quizzes	130 points
Business Interview response paper.	40 points
Ethical Code Response Paper	40 points
Total Possible Points	810 points

Grades will be assigned according to the following scale:

A = 729-810

B = 648-728

C = 567-647

D = 486-566

F = 485 and lower

There will be fourteen end of the chapter quizzes each worth 10 points for a total of 140 points. In addition, there will be four exams each worth 100 points and a comprehensive final exam. You will also be required to write two (typed double spaced) papers – one a summary of an interview with a businessperson and one concerning business ethics.

In addition, you have an opportunity to earn 10 extra point credit if you establish a LinkedIn account and add a minimum of six connections, including me.

If you have an “A” cumulatively right before going into the final, you will be exempted from having to take the final exam.

General Information:

You are encouraged to be an active participant in this class. There is no such thing as a dumb question in this class, so please ask if you do not understand something we discuss or from the book. If you do not understand something the only way you will find out is if you ask. If you need to meet with me for additional assistance, we can arrange a virtual meeting via Zoom. Please let me know as soon as possible if an emergency emerges that prevents you from participating in the class.