

**MIDSTATE COLLEGE**  
**411 W. NORTHMOOR RD. PEORIA, IL 61614**  
**(309) 692-4092 (800) 251-4299**

**Summer 2019**

**Course:** BUS106 Introduction to Business

**Credit:** 4 Quarter Hours

**Method of Delivery:** M 12:30pm–4:00pm, Flex Learning

**Course Description:**

An introductory survey of American business wherein students examine and gain an understanding of the various types of business organization. Also discussed is the nature and form of long- and short-term financing and the selection and motivation of personnel. In addition, the management and marketing functions will be discussed. The course will examine ethics, accounting concepts, quality management, investments, and successful entrepreneurship.

**Prerequisite:** None

**Text(s) & Manual(s):** Business Essentials, 11<sup>th</sup> edition. ISBN-13: 978-0-13-412996-9

**Author(s):** (Ebert & Griffin, 2017)

**Publisher:** Pearson Education, Inc.

**Materials Needed for the Course:**

**Additional Supplies:** N/A

**Hardware/Software and Equipment:** Newest version of Microsoft Office (specifically, Word, Powerpoint, and Excel). Midstate College offers this free to students. Please contact tech support for details.

**Topics:** The U. S. Business System; Global Context of Business; Ethics; Entrepreneurship; Managing the Business Enterprise; Motivation; Marketing; Information Systems; Accounting; Money and Banking; Securities and Investments.

**Learning Objectives:** Upon completion of this course, the student will be able to:

1. Compare and contrast the advantages and disadvantages of each type of business organization.
2. Demonstrate knowledge of organizing the business enterprise and apply this knowledge to real world situations.
3. Evaluate people in organizations with emphasis on selection, motivating, satisfying, and leading employees.
4. Form opinions as to the optimal way to lead and motivate employees.
5. Identify the functions of Marketing and Entrepreneurship.
6. Comprehend production systems, operation systems, quality improvement and accounting systems.
7. Identify the principles of finance to form a general understanding of long- and short-term financing.

**Midstate Grading Scale:**

<b>90-100</b>	<b>A</b>
<b>80-89</b>	<b>B</b>

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<b>70-79</b>	<b>C</b>
<b>60-69</b>	<b>D</b>
<b>0-59</b>	<b>F</b>

**Academic Integrity:**

Academic integrity is a basic principle of the College's function. Midstate College students are expected to maintain a high level of academic honesty. Contrary actions may result in penalties such as failure of the assignment(s), a lesser grade on assignment(s), failure of the course and/or suspension from the College. The course instructor will review all submitted documents and supporting evidence in connection to the infraction. The course instructor will also review the student's personal file for other notifications of academic dishonesty before determining the level of action to be applied. The course instructor will complete the Academic Dishonesty Report form to document and describe the incident and actions taken, then kept on file. The student may appeal the decision to administration, whose decision will be final.

The following (**plagiarism, cheating, deception, sabotage, computer misuse and copyright infringement**) are included in the actions Midstate College considers behavior contrary to the academic integrity policy; however, the policy is not limited to these examples. Further discussion of consequences regarding academic dishonesty are addressed in the Student Handbook.

**Plagiarism:**

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of Turnitin which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

**Student Success and Tutoring:**

Contact Student Success: Room 110; (309) 692-4092, ext. 1100; [studentsuccess@midstate.edu](mailto:studentsuccess@midstate.edu);

The Office of Student Success offers help in the following areas:

- Tutoring: Tutoring is encouraged for students who are doing their best to complete assignments yet still are experiencing difficulty in this course. Tutoring may be provided by the instructor outside of scheduled class times or through the office of Student Success.
- Writing assignment assistance: This may include learning how to conduct research; using proofreading tools such as Turnitin; outlining a topic; and applying MLA/APA standards.
- Math, accounting, and computer skills (including file management).
- Test-taking techniques.

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- Note-taking skills development.
- Study skills development.
- Time management.

**Instructor Information:**

**Instructor:** Dr. Brian Young  
**Midstate e-mail:** bjyoung@midstate.edu  
**Office Phone:** 309-692-4092 ext. 2320  
**Office Hours:** by appointment

**Policies and Procedures:**

**1. Late work:** Late work is not accepted and will result in a zero percent on any/all late assignments. Only in extreme extenuating circumstances will late work be accepted (and even in such circumstances, the student has the responsibility to notify the instructor in a timely manner and seek approval for extensions). Even if extensions are granted, late penalties in grading will still apply at the discretion of the instructor.

**2. All Writing Assignments:** This includes, but is not limited to, papers, essays, projects, essay questions on exams, homework assignments, and summaries. These assignments will supplement the textbook, additional readings, and online lectures to further your understanding and application of course material. Assignments may be turned in online via Turnitin (our online plagiarism software). Late papers will not be accepted (see above policy on late work). I expect college-level writing, appropriate for the level of class this is, and such writing will be graded on spelling and grammatical errors (run-on sentences, punctuation, etc) in addition to content.

**3. Academic dishonesty:** Cheating / plagiarism in any form will not be tolerated in this course and may result in the dismissal/suspension from the course/program/college. Do your own work! Not knowing the rules of plagiarism is not a valid defense. Check with me if you are not clear on what constitutes plagiarism.

**4. Syllabi changes:** The instructor reserves the right to change this syllabus at any time. Students will receive timely notice of all such changes via announcements made online in Moodle Rooms and/or via email.

**Participation Requirements:**

**In class:** Students are expected to be in class during each on campus session. Attendance is taken for each class session, and reported to the college. Likewise, students may receive credit for attending (and participating in) class. In the event of an absence, even if it was approved by the instructor ahead of time, the student will be marked absent and may lose any/all points associated with participation.

**eLearning:** In accordance with Midstate College policies, class material will be made available in our learning management system (Joule/Moodle Rooms) on Monday at 12:00 p.m. of each week and will remain available until the following Monday until 8:00 AM. This allows students one week to access the lecture and related material for that week's session, complete any assignments and/or

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assessments, and participate in the mandatory discussion and summary boards (see my discussion/summary requirements rubric in Moodle Rooms to ensure full credit in forums). Students must “submit substantial gradable work” in order to be marked as present for each week (see the Midstate eLearning policy on attendance in the student eLearning handbook). While each week extends from Monday at 12:00 PM to the following Monday at 8:00 AM, the instructor has the right to set due dates at their discretion within each week. For instance, **your initial discussion posts are due Thursday nights by Midnight**. Certain assignments, exams, and papers/projects may be due in the middle of the week at specified days and times.

**Flex Learning:** Flex courses are taught both on-campus and through eLearning. Flex courses offer personalized learning where students can choose each week whether they want to attend on-campus, via eLearning, or both.

- \*Students who attend in-class for the week are not required to do the discussion and summary online for that week, however they may be asked to submit other work in Moodle Rooms. If the course meets multiple times per week, students must be present in-person for all classes in order to be exempt from the online requirements. Students who choose to only attend on-campus will be given time and computer access to complete any work required in Moodle Rooms.
- \*Students who attend online for the week are required to do ALL work (assignments, discussions, summaries, etc) online.

**Instructor’s Grading Scale:**

Participation (discussion/summary for online classes)	25%
Assignments (homework, case studies, etc)	25%
Exams	25%
Project(s)	25%

**Instructor will use the online Moodle Rooms gradebook for all students in the course.**

**Barbara Fields Memorial Library**

*This course may utilize the Midstate College Library resources. Below is information for contacting and using the library as an outstanding resource to meet the requirements of this course and/or to enhance student learning.*

**Library Resources:**

The Barbara Fields Memorial Library, located in Room 403 of the R. Dale Bunch Student Center, contains books, periodicals, and other materials to support the educational and cultural needs of students, faculty, and staff. Computers are available for student use during library hours.

The library also subscribes to several online research resources that give immediate access to digitized versions of professionally-published content such as books, journal articles, popular magazines and the like.

**Research Guides:**

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Library guides are organized by subject that will give you access to all of the library resources like books, ebooks, reference materials, articles from subscription databases, business news and articles, company research, industry and economic data, tools for business & writing and citation help. **Plus** you'll find links to websites, videos, tutorials, and more!

Access the Business Research Guides at this location: <http://midstate.libguides.com/business> or, follow the steps below:

1. Visit [www.midstate.edu](http://www.midstate.edu)
2. Click on Library Resources at bottom of page
3. Click on "Click the Cloud!" (in light blue color in middle of page)

**Week-by-Week**

\*Details regarding weekly forums, assignments, and assessments will be posted weekly in-class (Moodle Rooms or on-campus) by the instructor.

**Week 1**

<b>Topics</b>	<ul style="list-style-type: none"> <li>• Introduction and course goals</li> <li>• The US Business Environment</li> </ul>
<b>Assignment</b>	<ul style="list-style-type: none"> <li>• Read chapter 1</li> <li>• Complete weekly discussion/summary forums (Moodle Rooms)</li> <li>• Complete weekly assignment(s)</li> </ul>

**Week 2**

<b>Topics</b>	<ul style="list-style-type: none"> <li>• Understanding business ethics and social responsibility</li> </ul>
<b>Assignment</b>	<ul style="list-style-type: none"> <li>• Read chapter 2</li> <li>• Complete weekly discussion/summary forums (Moodle Rooms)</li> <li>• Complete weekly assignment(s)</li> </ul>

**Week 3**

<b>Topics</b>	<ul style="list-style-type: none"> <li>• Entrepreneurship, new ventures, and business ownership</li> </ul>
<b>Assignment</b>	<ul style="list-style-type: none"> <li>• Read chapter 3</li> <li>• Complete weekly discussion/summary forums (Moodle Rooms)</li> <li>• Complete weekly assignment(s)</li> </ul>

**Week 4**

<b>Topics</b>	<ul style="list-style-type: none"> <li>• Understanding the global context of business</li> </ul>
<b>Assignment</b>	<ul style="list-style-type: none"> <li>• Read chapter 4</li> <li>• Complete weekly discussion/summary forums (Moodle Rooms)</li> <li>• Complete weekly assignment(s)</li> <li>• <b>Exam 1</b> (Chapters 1-3)</li> </ul>

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**Week 5**

<b>Topics</b>	<ul style="list-style-type: none"> <li>• Managing the business</li> <li>• Organizing the business</li> </ul>
<b>Assignment</b>	<ul style="list-style-type: none"> <li>• Read chapter 5 &amp; 6</li> <li>• Complete weekly discussion/summary forums (Moodle Rooms)</li> <li>• Complete weekly assignment(s)</li> </ul>

**Week 6**

<b>Topics</b>	<ul style="list-style-type: none"> <li>• Operations management and quality</li> </ul>
<b>Assignment</b>	<ul style="list-style-type: none"> <li>• Read chapter 7</li> <li>• Complete weekly discussion/summary forums (Moodle Rooms)</li> <li>• Complete weekly assignment(s)</li> <li>• <b>Midterm Exam</b> (Exam 2, Chapters 4-6)</li> </ul>

*\*\*Note: Skipping chapter 8*

**Week 7**

<b>Topics</b>	<ul style="list-style-type: none"> <li>• Leadership &amp; decision making</li> <li>• Human resource (HR) management</li> </ul>
<b>Assignment</b>	<ul style="list-style-type: none"> <li>• Read chapter 9 &amp; 10</li> <li>• Complete weekly discussion/summary forums (Moodle Rooms)</li> <li>• Complete weekly assignment(s)</li> </ul>

**Week 8**

<b>Topics</b>	<ul style="list-style-type: none"> <li>• Marketing processes and consumer behavior</li> </ul>
<b>Assignment</b>	<ul style="list-style-type: none"> <li>• Read chapter 11</li> <li>• Complete weekly discussion/summary forums (Moodle Rooms)</li> <li>• Complete weekly assignment(s)</li> <li>• <b>Submit final paper</b></li> </ul>

*\*\*Note: Skipping chapters 12 & 13*

**Week 9**

<b>Topics</b>	<ul style="list-style-type: none"> <li>• Information Technology (IT) for business</li> </ul>
<b>Assignment</b>	<ul style="list-style-type: none"> <li>• Read chapter 14</li> <li>• Complete weekly discussion/summary forums (Moodle Rooms)</li> <li>• Complete weekly assignment(s)</li> <li>• <b>Exam 3</b> (Chapters 7,9,10,11)</li> </ul>

**Week 10**

<b>Topics</b>	<ul style="list-style-type: none"> <li>• The role of accountants and accounting information</li> </ul>
<b>Assignment</b>	<ul style="list-style-type: none"> <li>• Read chapter 15</li> <li>• Complete weekly discussion/summary forums (Moodle Rooms)</li> <li>• Complete weekly assignment(s)</li> </ul>

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**Week 11**

<b>Topics</b>	<ul style="list-style-type: none"><li>• Understanding money and the role of banking</li></ul>
<b>Assignment</b>	<ul style="list-style-type: none"><li>• Read chapter 16</li><li>• Complete weekly discussion/summary forums (Moodle Rooms)</li><li>• Complete weekly assignment(s)</li></ul>

**Week 12**

<b>Topics</b>	<ul style="list-style-type: none"><li>• Managing business finances</li></ul>
<b>Assignment</b>	<ul style="list-style-type: none"><li>• Read chapter 17</li><li>• Complete weekly discussion/summary forums (Moodle Rooms)</li><li>• Complete weekly assignment(s)</li><li>• <b>Final Exam</b> (Chapters 14,15,16,17)</li></ul>