

Introduction to Business

BUSN 203 B60
3 credits (3 lecture)

Instructor:

Mark C. Zorn
E-mail: mark.zorn@bc3.edu - preferred
Office Hours: TBA
Office Locations: F 3 (Bottom floor Admin Bldg)
Voice Mail: 287-8711 ext. 8203

Location:

<http://blackboard.bc3.edu> (there is no www.)
Students can login a week before classes begin, however, courses are **NOT available** until the first day of the semester.

Course Description:

This course is an introductory study of business and society in our economic system dealing with organizations, methods of operation, types of business ownership, and functions and problems of management.

Text:

Understanding Business; Nickels, William 9th ed., McGraw-Hill, 2010

Additional Course Materials:

None

Chat sessions: (These require students to be online at a specific time)

Students will use the discussion board and chat to assist them in problem-solving. For example, a discussion forum for "Business trends" will be created. Questions and answers concerning these trends can be addressed through this forum. Additionally, the virtual classroom area will be used during the one-hour online office hour to answer questions in "real time".

On-campus sessions:

No on campus visits are required. However, the instructor maintains 5 office hours each week in case assistance is needed. Off campus visitations/observations may be required for completion of certain coursework.

Internet Student Resources:

Before classes begin, go to BC3 Online Learning – www.bc3.edu/onlinelearning for the

- System check – check your computer equipment and Internet connection
- Personality test – check your chance of success
- Orientation – **Completion of orientation is REQUIRED for ALL students taking their first online course at BC3 or any students who have NOT completed ET Orientation within the past 2 years.**

Objectives:

The student will be able to

- A. Describe the growth of international business and the functions of our business enterprise.
- B. Describe the significance of small business and the growth of the U.S. service sector.
- C. Recognize the need to manage information and communication technology.
- D. Explain the role of ethics and social responsibility within business.

E. Analyze and demonstrate the importance of career preparation.

Course Mechanics/Schedule:

Content

Method of Delivery

The course will be based on Blackboard. Students are required to maintain contact with the instructor through email, Blackboard, and by phone. Group projects can be done through email or other online methods.

Communication

The online delivery mode emphasizes written communication. Students will be required to use e-mail, post questions and answers to the discussion board, and submit reports electronically using the Internet. Students can also call the instructor and leave messages on the voice mail system. All communication can be conducted when it's most convenient for the student as Blackboard, e-mail, and voice mail can be accessed 24/7.

Office Hours

The instructor will have a designated online office hour per week so that the students can check in and ask questions. All questions posted during that hour will get an immediate response.

Written Assignments

All students are required to submit written reports as part of their grade to fulfill course requirements.

External Links

The Internet provides a plethora of web sites that students can link to for further assistance and information.

Instructor's Role

The instructor will facilitate the learning process by providing instructions and announcements on current assignments, lectures and power point slides on textbook content, and evaluation criteria and grades. The instructor will frequently update announcements and discussion boards and also require the students to respond by posting to discussion boards, e-mailing questions and progress updated.

Bibliography

Ball, Donald, and Wendell McCulloch, Michael Geringer, Paul Frantz, Michael Minor. *International Business: The Challenge of Global Competition*. Chicago; McGraw, 2003.

Boveé, Courtland and John V. Thill, Michael. Mescon. *Excellence in Business*. Upper Saddle River, Pren, 2005.

Brown, Tom and Robert Keller. *Best Practice: Ideas and Insights from the World's Foremost Business Thinkers*. Bolder, Perseus Publishing, 2003.

Collins, Jim. *Good to Great: Why Some Companies Make the Leap . . . and Others Don't*. New York, HarperCollins Publisher, Inc., 2001.

Goleman, Daniel. *Business: The Ultimate Resource*. Bolder, Perseus Publishing, 2002

Hatten, Timothy S. *Small Business Management: Entrepreneurship and Beyond*. 2nd ed., 2003.

Pride, William M. and Robert Hughes, Jack Kapoor. *Business*. 8th ed. Boston,

Houghton, 2005.

Student Evaluation:

Grading

There are **NO** makeup exams for the course. Assignments will only be accepted 1 day late and have points deducted accordingly. Students will be graded on periodic exams, electronic homework assignments, reports, and exams. Students will be able to obtain their grades online from the online grade book. Means of determining final grade will be reviewed with students at the beginning of the semester.

Grading Scale:	A	100% - 90%
	B	89% - 80%
	C	79% - 70%
	D	69% - 60%
	F	Below 60%

Additional Information:

More detailed course information is available online within the course.

* Information contained in this document is subject to change.