



NORTHCENTRAL TECHNICAL COLLEGE
Introduction to Business 10-104-100
Summer 2009
SYLLABUS

Course Description

Business is a part of everyone's daily life--as employees, consumers and owners. In this course, you will explore the environment, human side and functional approach to business.

Class Information

Title:	Introduction to Business
Weeks:	9
Dates:	August 24, 2009 – December 18, 2009
Classroom Location:	
Meeting Time:	9 - 12

Instructor Information

Name:	Kimberly Reed
E-Mail Address:	reed@ntc.edu
Office Wausau Campus:	Room A113
Address:	1000 W. Campus Drive, Wausau, WI 54401
Office Phone:	715-675-3331, toll-free 1-888-NTC-7144, ext. 1729
Scheduled Office Hours:	Please contact me via email for appointments and I will call you to schedule a meeting.

Required Textbooks

O.C. Ferrell, McGraw Hill Publisher **Business**, ISBN 0-07-351171-9

⇒ **Textbook MUST have student DVD found attached to the back cover**

Supplies

Flash drive

Core Abilities

Core Abilities are broad outcomes or skills that every graduate of an NTC program is expected to achieve. In order to have a competitive edge in the modern workforce, certain skills are expected by employers. In order for you to meet these demands, seven Core Abilities have been identified that are important to every area of learning. In this course we will focus on: communicate effectively; act responsibly; work productively; work cooperatively; demonstrate integrity; think critically and creatively; and develop global awareness.

Course Competencies: This course is designed around three competencies. You must be able to demonstrate these course competencies in order to successfully complete this course:

1. Explore the definition and evolution of business and entrepreneurship
2. Analyze the global environment of business
3. Examine the human side of business
4. Analyze the ethical and legal environment of business
5. Examine the functional approach to business including information technology and e-commerce
6. Examine the functional approach to business marketing
7. Examine the functional approach to business including operations management and human resource management.
8. Examine the functional approach to business including accounting and finance.
9. Analyze effective management approaches



NTC Policies

Students with questions regarding affirmative action, equal opportunity, harassment, computer use or information about any other NTC policies may refer to the current NTC catalog or student handbook available in Student Services or at this website: <http://www.ntc.edu/about/polindex.html>

ADA Statement

I wish to fully include persons with disabilities in this course. Please let me know if you need any special accommodations in the curriculum, instruction, or assessments to enable you to fully participate. I will maintain the confidentiality of the information you share with me.

Course Information

This course will be “learner-centered” rather than “instructor-centered.” What does this mean to you? This means you will have a greater role and voice in the classroom and the instructor will no longer be the “sage on the stage”, but acting as a “guide on the side” to your learning. To accomplish a learner-centered virtual classroom environment, this course will consist of reading the chapters, participating in online discussions, completing chapter quizzes, completing an online video quiz and creating a final written paper that will be a “course artifact” inserted into your Marketing: Business-to-Business portfolio.

Classroom Policy of Respect

Our virtual classroom is a place of respect for others, their opinions, ideas, and talents. Constructive comments and ideas are requested and expected. Being on time for class is being respectful that *everyone's* time is important, not just your own. Negativity, disrespect, swearing and other disruptive behaviors aren't acceptable. Therefore, anyone violating this policy of respect will be asked to leave the classroom and won't earn points for that class activity. (See Point Deductions.) Chronic abusers may be permanently dismissed from the course, or their program.

Communication

Check BlackBoard announcements at least once a week for information regarding this course. Outside of class, you can communicate with me via email. I'm also available other hours by appointment, if needed. You must check your NTC email account on a regular basis. This is how I will contact you regarding urgent information.

Attendance/Makeup

The most important thing in this course is your success. Since participation is very important in this course, act responsibly by complete all of your coursework by the specified deadline. If you have a legitimate reason why you'll be unable to meet the deadlines, contact me prior to in order to discuss the possibility of an extension so that you may continue to move towards your goal of demonstrating all course competencies. Just like at your job, where you need to let your employer know you won't be coming in, the same applies here!

More than two unexcused, unmet deadlines may be grounds for lowering the final grade and more than four such occurrences may be grounds for a failing grade.

A student can still earn points for class activities when an extension is approved in advance if coursework is made up within one (1) week after deadline. One week after a deadline, no make-up of quizzes, exams or graded activities. Submitting work late without prior approval, no make-up.

Grading Information

The grade you achieve is entirely up to you. To succeed in this course, read the entire chapter, participation in online discussions, and take notes as you read (or highlight the online text) will all help you achieve success.



Final Grade Determination

This course, like all other program courses, requires a final grade of "C" or better to progress in any NTC program.

Points assigned to each of these activities will determine your course grade. This is an estimate of the total points for the course. The actual points will be determined at the end of the course when all activities have been completed.

Grading Scale

Grade	Requirement
A	(100-93%) AND you have met all course competencies
A-	(92-90%) AND you have met all course competencies
B+	(89-87%) AND you have met all course competencies
B	(86-83%) AND you have met all course competencies
B-	(82-80%) AND you have met all course competencies
C+	(79-77%) AND you have met all course competencies
C	(76-70%) AND you have met all course competencies
D	(69-60%) AND you have NOT met all course competencies
F	(59% and below) AND you have NOT met all course competencies

A to A-:

- Calls upon knowledge from course work
- Extensive evidence of outside reading
- Able to deconstruct and analyze question
- Very strong in structure, content and use of illustrative material
- Well-balanced arguments in answer

B+ to B-:

- Clear evidence of wider reading
- Answers question directly, showing balance
- Strong in structure, content and use of illustrative material
- Able to deconstruct question and organize material with literary clarity
- Clear overall competence

C+ to C:

- Competence in structure, content and use of illustrative material
- Tendency to be dependent on text book material
- Answers questions reasonably directly
- Accurate in content, but may lack illustrative content
- Workmanlike in approach



Introduction to Business Fall 2009 Assignment Schedule

Learning Plan Reading / Exams	DUe DATE	ASSIGNMENT
Learning Plan 0 Start Here	August 25/27	Assessment Activities
Learning Plan 1 Business	September 1/3	Assessment Activities
NTC In-service		
Learning Plan 2 Managing	September 15/17	Assessment Activities
Learning Plan 3 Leadership	September 22/24	Assessment Activities
Learning Plan 4 Entrepreneurship	September 29/October 1	Assessment Activities
Learning Plan 5 Ethics	October 6/8	Assessment Activities
Learning Plan 6 Human	October 13/15	Assessment Activities
Learning Plan 7 Accounting	October 20/22	Assessment Activities
Learning Plan 8 Marketing	October 27/29	Assessment Activities
Learning Plan 9 Information	November 3/5	Assessment Activities
Learning Plan 10 Operations	November 10/12	Assessment Activities
Learning Plan 11 Finance	November 17/19	Assessment Activities
Thanksgiving Break		
Learning Plan 12 Global	December 1/3	Assessment Activities
Learning Plan 13 eCommerce	December 8/10	Assessment Activities
Written Article Review	December 8/10	Paper