I. Course Description

The *Introduction to Business* course presents a broad introduction to the functioning of business enterprise within the U.S. economic framework. This course introduces economic systems, essential elements of business organization, finance, marketing, production, and risk and human resource management.

II. Introduction

This is an online course designed specifically for those students whose learning styles are best served by providing instructional opportunities beyond the traditional classroom setting.

The primary purpose and objective of the *Introduction to Business* course is to provide an overview of how business enterprises are formed and function within our socio-economic system. It is a foundation course in that it provides a theoretical and conceptual base for further study of other courses in the Business Management and Marketing programs.

III. Specific Objectives

Upon the successful completion of this course, the student will be able to:

- define the basic concept of business
- show how business has historically evolved in response to changes in the business environment
- explain how business is influenced by various economic factors
- describe the general structure of the U.S. legal system
- summarize the scope and influence of government involvement in business activities
- explain the role of business in promoting social responsibility and ethical behavior at all levels in business operations
- define the scope and importance of international business
- understand the importance of information in managing a business
- describe the three basic forms of business ownership and the advantages and disadvantages of each
- define small business and examine its contribution to the economy
- define the concept and importance of management
- explain the reasons for having a formal organization and the existence of informal organizations
• identify the functions of human resources management
• describe the concept of work environment
• describe the relationship between labor and management
• define the concept and importance of marketing
• describe how products and services are defined and developed and explain their relationship within the context of marketing
• understand the concept of operations management as it applies to different types of businesses
• explain the importance of pricing products and services in a manner that will produce a profit for a company in a competitive market environment
• define the concept of promotion, and explain its importance in informing potential customers about a company and/or the products and services it supplies
• explain the various channels of distribution
• describe the functions and important characteristics of money, how the money supply influences the market place, and how it is controlled in the business world
• describe short-term financing, its types, its sources, the methods for obtaining it, and the business needs which require it
• describe the sources, uses, and types of equity and debt capital
• explain how accounting processes are used to support management planning and control activities
• explain the concept of risk as it applies to business operations, and describe various management approaches used to avoid or minimize financial losses

IV. **Course Content**

**Part 1 -- Business Trends: Cultivating a Business in Diverse, Global Environments**
Chapter 1 Meeting the Challenges of Today's Dynamic Business Environment
Chapter 2 How Economics Affects Business: The Creation and Distribution of Wealth
Chapter 3 Competing in Global Markets
Chapter 4 Demonstrating Ethical Behavior and Social Responsibility

**Part 2 -- Business Ownership: Starting a Small Business**
Chapter 5 Choosing a Form of Business Ownership
Chapter 6 Entrepreneurship and Starting a Small Business

**Part 3 -- Business Management: Empowering Employees to Satisfy Customers**
Chapter 7 Management, Leadership, and Employee Empowerment
Chapter 8 Adapting Organizations to Today's Markets
Chapter 9 Producing World-Class Goods and Services

**Part 4 -- Management of Human Resources: Motivating Employees to Produce Quality Goods and Services**
Chapter 10 Motivating Employees and Building Self-Managed Teams
Chapter 11 Human Resource Management: Finding and Keeping the Best Employees
Chapter 12 Dealing with Employee-Management Issues and Relationships

**Part 5 -- Marketing: Developing and Implementing Customer-Oriented Marketing Plans**
Chapter 13 Marketing: Building Customer and Stakeholder Relationships
Chapter 14 Developing and Pricing Products and Services
Chapter 15 Distributing Products Quickly and Efficiently
Chapter 16 Today's Promotional Techniques

Part 6 -- Decision Making: Managing Information
Chapter 17 Using Technology to Manage Information
Chapter 18 Understanding Financial Information and Accounting

Part 7 -- Managing Financial Resources
Chapter 19 Financial Management
Chapter 20 Securities Markets: Financing and Investing Opportunities
Chapter 21 Understanding Money and Financial Institutions
Chapter 22 Managing Personal Finances To Achieve Financial Security
V. Evaluation

Your work will have to be submitted periodically according to the directions given under **Assignments**.
To view your grades use **Check Grades** under **Tools**.
The grading scale is as follows:
- A= 91 - 100%
- B= 81 - 90%
- C= 71 - 80%
- D= 61 - 70%
- F= below 61%

<table>
<thead>
<tr>
<th>Description</th>
<th>Point Value</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction Assignment</td>
<td>30</td>
<td>Use the Discussion Board feature in Blackboard</td>
</tr>
<tr>
<td>Chapter Review Quizzes (22); 25 Multiple Choice per Quiz; 1 point per Multiple Choice</td>
<td>550</td>
<td>Take online with time limit: 50 minutes per quiz</td>
</tr>
<tr>
<td>Video Questions (7) @ 20 points each</td>
<td>140</td>
<td>Submit via the Assignment feature in Blackboard</td>
</tr>
<tr>
<td>Discussions (2) @ 25 points each</td>
<td>50</td>
<td>Participate via Discussion Board</td>
</tr>
<tr>
<td>Mini Projects (2) @ 30 points each</td>
<td>60</td>
<td>Submit via the Assignment feature.</td>
</tr>
<tr>
<td>Midterm: Chapters 1-12</td>
<td>120</td>
<td>No time limit; hard copy, #2 pencil and 2 scantrons; see <strong>Testing Information below</strong> for more details about taking tests (Midterm and Final) at the Dublin campus, Christiansburg site, or using a Proctor</td>
</tr>
<tr>
<td>Final: Chapters 13-22</td>
<td>100</td>
<td>No time limit; hard copy, #2 pencil and scantron; see <strong>Testing Information below</strong> for more details about taking tests (Midterm and Final) at the Dublin campus, Christiansburg site, or using a Proctor</td>
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**Total Point Value:** 1050
Testing Facilities Hours

Both DE TESTING CENTERS are closed on:
Saturday, March 25
Sunday, March 26

PLEASE NOTE:
No tests are given in the last hour before closing

DUBLIN SITE (Ext. 4439)
Mon and Thurs: 8:00 am - 9:00 pm
Tues and Wed: 8:00 am - 6:00 pm
Friday: 8:00 am - 5:00 pm
Sunday: 2:00 pm - 5:00 pm

Exceptions:
Monday, March 20 through Friday, March 24 - The testing center is open on those days from 8 am until only 5 pm.
Sunday, April 16 - The testing center is closed.

CHRISTIANSBURG SITE (Ext. 4222 or 4459)
Mon through Thurs: 8:00 am - 9:00 pm
Friday: 8:00 am - 5:00 pm
Saturday: 8:30 am - 1:00 pm

Exceptions:
Monday, March 20 through Friday, March 24 - The testing center is open on those days from 8 am until only 5 pm.

On-Campus Testing Guidelines
On-campus testing is provided by the DE Testing Center within the Library (Martin Hall) or at the Christiansburg Site. Students should be aware and follow these guidelines related to testing.

1. You must show a picture ID each time you come in to take a test.
2. You will be asked to complete a "Test/Assignment Receipt" form for each test you take.
3. You will need to know your faculty member's name, course name, course number, and test number.
4. All materials must be left outside the Testing Room. Please do not bring additional valuable items with you. NRCC is not responsible for any material left stored during test taking.
5. You must complete a test once you have started it. You may not leave the Testing Room for any reason once you have started a test.
6. Children may not accompany students into the Testing Room.
7. You may not take any test with you outside the Testing Room.
8. No test will be given out during the last hour of site operation. Please refer to the hours listed for the DE Testing Center and Christiansburg Site also found in the "Testing
Information" folder. You should be aware of closing times and allow yourself adequate time to complete a test. All tests will be collected at closing time.

9. Be aware of specific information regarding the number of tests, deadlines, and other testing requirements.

10. If your test requires a Scantron form, this should be purchased prior to coming to take a test. Scantrons need to be marked with a #2 pencil.

11. Be sure your name, course name/number, and test number are on all answer sheets.

12. Any questions related to test content, grading, and deadlines should be directed to your faculty member.

**Off-Campus Testing Guidelines**

If you are unable to travel to campus to take your tests, you may need a proctor. A proctor is an individual who agrees to receive your tests from NRCC, administers them to you in a suitable environment and returns them to NRCC in a timely fashion. The proctor will certify in writing to NRCC that you completed the test according to all the specified directions provided. See your course plan for specific details on obtaining a test proctor. Proctors must be requested within one week after the first day of the semester.

Requests for proctored tests and the individual proctor must be approved by the Distance Education Program and/or your faculty member. NRCC reserves the right to reject requests or proctors for any reason. To request a proctor, fill out the PROCTOR REQUEST form included in the "Testing Information" folder and return it as soon as possible so that your tests will not be delayed. If you are taking more than one class, you need to complete a form for each class.

It is your responsibility to keep in mind test deadlines when requesting a proctor. If approved, your tests will be mailed to the proctor within a week of your request. If you have any questions about the proctoring process, contact the Distance Education Program at 674-3614.

Any fees for testing services or the return of tests to NRCC (cost of fax, U.S. Mail or UPS) are the responsibility of the student.

**VI. Materials**


Other: 3 Scantron sheets Form No.882-E available in the bookstore.
VII. Cheating Policy

The student should familiarize himself/herself with the paragraphs below. They have been copied from a section in the NRCC Student Handbook. A student who engages in academic dishonesty in BUS 265-35 will receive the grade of “F” for the course.

Academic Honesty According to the NRCC Student Handbook

Students will be expected to maintain complete honesty and integrity in their experiences in the classroom. Any student found guilty of dishonesty in academic work is subject to disciplinary action.

The college may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, BUT NOT LIMITED TO, the following:

Copying from another student's test paper or other academic work.
Using materials not authorized by the person giving the test.
Collaborating, without authority, with another student during an examination or in preparing academic work.
Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part, or possessing, the contents of an un-administered test.
Substituting for another student, or permitting another student to substitute for oneself, when taking a test or preparing other academic work.
Bribing or soliciting another person to obtain an un-administered test or information about an un-administered test.
Appropriating another's work without acknowledging the incorporation of another's work in one's own written work (plagiarism).
Webster's Third International Dictionary defines plagiarism as follows:
Plagiarism: to steal and pass off as one's own the ideas or words of another; to use without crediting the source; to present as new and original an idea or product derived from an existing source; to commit literary theft.

New River Community College believes the following Virginia Polytechnic Institute and State University's amplified definition to be useful:

Language: Plagiarizing the words of another consists of copying single words without acknowledging your indebtedness to the author. A student's dictation and phraseology should always be his or her own except where he or she clearly indicates otherwise. Obviously it is not dishonest to copy an author's words in quotation marks and give credit to the source by footnoting or by acknowledging the source in the text of your paper. If you paraphrase a writer's words, you must acknowledge your indebtedness.

Ideas and Thoughts: Give credit to the source of any opinion, idea, or conclusion not your own. For example, the statement "Emily Bronte, unlike her contemporaries, was not concerned with the social injustices of her time" is a conclusion derived from an extensive knowledge of nineteenth-century fiction. If you really have such knowledge, you can honestly draw such a conclusion, but if you have stolen the thought from a critic or other authority, you are plagiarizing. Another example, "Because Gray found new ways to be boring, people thought that he was a genius," is merely a plagiarism of Samuel Johnson's "He (Gray) was dull in a new way, and that made people think him
Plagiarism at New River Community College will constitute a punishable offense, and the use of syndicated research papers, essays, work copied from any electronic or other source, constitutes a violation of this rule.
VIII. Withdrawal Policy

**Student-Initiated Withdrawal Policy**

A student may withdraw from a class without academic penalty during the first sixty percent (60%) of a session. For purposes of enrollment reporting, the following procedures shall apply:

a. If a student withdraws from a class prior to the termination of the add/drop period for the session, the student is removed from the class roll and no grade is awarded.

b. After the add/drop period, but prior to completion of sixty percent (60%) of a session, a student who withdraws will be assigned a grade of "W." A grade of “W” implies that the student was making satisfactory progress in the class at the time of withdrawal, that the withdrawal was officially made before the deadline published in the college calendar, or that the student was administratively transferred to a different program.

c. After that time, if a student withdraws or is withdrawn from a course, a grade of "F" will be assigned. Exceptions to this policy may be made under mitigating circumstances if the student was passing the course at the last date of attendance.

A retroactive grade of “I” may be awarded only if the student would have been eligible under the previously stated policy to receive an “I” on the last date of class attendance. The last date of attendance for a distance education course will be the last date that work was submitted.

Late withdrawal appeals will be reviewed and a decision made by the Coordinator of Student Services.

**Instructor-Initiated Withdrawal Policy**

The last day to drop and receive a "W" grade is Friday, March 17. If by Friday, March 17 the student has not progressed satisfactorily and no mitigating circumstances exist, the instructor will withdraw him/her.

"Progressed Satisfactorily" means that the student has completed all Assignments (online chapter review quizzes, video case questions, mini project 1, and discussion 1) that were required prior to Friday, March 17.

"Mitigating Circumstances" means a serious illness or a death.