



# INTRODUCTION TO BUSINESS

MGMT 101 Section 501 (CRN 11068)

Westfield State University, Summer Session II 2011

## SYLLABUS

Instructor: Susanne Chuku, Ph.D.

### Course Description

This course introduces students to the field of Business Management. It covers types of businesses, their organization, and the general functions of financial management, production management, and marketing management. You will learn a great deal about starting and owning a small business, as well as the tasks of entrepreneurs. Since this class provides a general overview of business related topics, it is not only helpful for (future) business majors but for all students across disciplines!



### Required Materials



*Business* by Pride, Hughes, and Kapoor. 10th ed. (2010), Southwestern Cengage Learning. ISBN-10: 1439037639 or ISBN-13: 9781439037638

A hardcopy is available in the bookstore. In addition, you have the option to rent the book for 60 days, buy the eTextbook, or by the chapters that we cover in the class through the eChapter feature. For more information, click on the following link: [Textbook Website](#)

Note: To access PLATO after an initial trial period of two weeks, students must pay a fee of \$32.49 for the necessary code. If you buy a new textbook, the access code will be given to you at no additional charge.

## Course Outline

The course starts on Tuesday, July 5<sup>th</sup>, and runs until Monday, August 15<sup>th</sup>. During those six weeks, we are going to cover the following chapters:

Week 1 (7/5– 7/11)

- Chapter 1: Exploring the World of Business and Economics

Week 2 (7/12 – 7/18)

- Chapter 2: Being Ethical and Socially Responsible
- Chapter 4: Choosing a Form of Business Ownership

Week 3 (7/19 – 7/25)

- Chapter 5: Small Business, Entrepreneurships, and Franchises
- Chapter 6 Understanding the Management Process

Week 4 (7/26 – 8/1)

- Chapter 7: Creating a Flexible Organization
- Chapter 8: Producing Quality Goods and Services

Week 5 (8/2 – 8/8)

- Chapter 12: Building Customer Relationships Through Effective Marketing
- Chapter 13: Creating and Pricing Products that Satisfy Customers

Week 6 (8/9 – 8/15)

- Chapter 16: Understanding Information and eBusiness
- Chapter 19: Mastering Financial Management



## Exams

There will be three exams all posted online over the six weeks, one after every two weeks. Each exam will consist of multiple choice questions and short answer questions and is worth 50 points. Every exam will be available for 24 hours. There are no make-up exams unless you have a medical note or I have been notified by Westfield State University's Office for Student Affairs.

Exam 1: Monday, July 18<sup>th</sup>, covers chapters 1, 2, and 4

Exam 2: Monday, August 1<sup>st</sup>, covers chapters 5 through 8

Exam 3: Monday, August 15<sup>th</sup>, covers chapters 12, 13, 16 and 19

## Homework Assignments

For every chapter you will complete a homework assignment, which is worth 10 points. It will test your understanding of the material and consist of short essays and problem solving questions. If an assignment is turned in late, a ten percent late penalty will apply for every week day submitted after the deadline. I will not accept homework assignments that are more than four days late.

We will cover 11 chapters, thus, there will be 11 homework assignments (see list below). At the end of the course, your lowest homework score will be dropped.

- HW #1: Chapter 1 (due Monday, July 11)
- HW #2: Chapter 2 (due Friday, July 15)
- HW #3: Chapter 4 (due Monday, July 18)
- HW #4: Chapter 5 (due Friday, July 22)
- HW #5: Chapter 6 (due Monday, July 25)
- HW #6: Chapter 7 (due Friday, July 29)
- HW #7: Chapter 8 (due Monday, August 1)
- HW #8: Chapter 12 (due Friday, August 5)
- HW #9: Chapter 13 (due Monday, August 8)
- HW #10: Chapter 16 (due Friday, August 12)
- HW #11: Chapter 19 (due Monday, August 15)

## Discussion

There will be a total of five discussion forums throughout the course. They are designed to voice your opinion about a topic and to actively engage with your classmates about the studied material. In order to receive the maximum score of 10 points for each forum, it is crucial that you post your responses on time and that your answers to your classmates' posts are substantive. Further information about discussion question grading will be provided on the course website on PLATO.



- Discussion 1: Answer discussion questions by Friday, July 15, and respond to at least two classmates by Monday, July 18.
- Discussion 2: Answer discussion questions by Friday, July 22, and respond to at least two classmates by Monday, July 25.
- Discussion 3: Answer discussion questions by Friday, July 29, and respond to at least two classmates by Monday, August 1.
- Discussion 4: Answer discussion questions by Friday, August 5, and respond to at least two classmates by Monday, August 8.
- Discussion 5: Answer discussion questions by Friday, August 12, and respond to at least two classmates by Monday, August 15.

## Academic Honesty

I expect each student to submit his/her own, original work. In other words, you cannot use someone else's ideas or thoughts in your assignments without properly citing your sources. All written assignments will be subject to plagiarism checks.

This applies for all written assignments as well as the discussion forum. The course websites on PLATO includes an entire section on plagiarism and proper citation/quotation techniques. You are required to read the document carefully. Feel free to contact me if you have any questions.

## Final Grades

Your final grade will be determined by your performance on your homework assignments, the discussion participation and quality of your posts, and the three exams.

Homework:	100 points
Discussion:	50 points
Exams:	150 points
Total:	300 points

## Grading Curve

A	93 – 100%	C	65 – 69.9%
A-	90 – 92.9%	C-	60 – 64.9%
B+	85 – 89.9%	D+	55 – 59.9%
B	80 – 84.9%	D	50 – 54.9%
B-	75 – 79.9%	D-	45 – 49.9%
C+	70 – 74.9%	F	< 45%



## Special Accommodation

Students requiring special assistance or students with special conditions pertaining to their learning should contact me during my office hours.

Use PLATO email for correspondence or the “Who’s online” feature to get in touch with me.

*This syllabus can be subject to revisions.*