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# Introduction to Business

Fall/2023

MGMT1010.X01 (on-line)

MGMT1010.X02 (on-line, 2nd Block)

MGMT1010.X03 (on-line)

MGMT1010.001 (hybrid/blended-room Woodbury 126)

# Russell Johnson

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Office Hours: (by appointment)

# Introduction to Business (Lumen Learning, etext/on-line, 1st edition)

# Course Fee - $35 (includes access to on-line text)

# Course Objectives

Upon completion of this course students will be able to:

1. Understand the economic and social importance of business in our economic system.

2. Explain the increasing importance of the global environment and how business operates.

3. Describe the different forms of business organizations (sole proprietorship, partnership, corporation, and franchise), the way they are formed,

and the advantages and disadvantages of each.

4. Understand the difference between leadership and management, employee empowerment, functions of management, organization structure,

and the ways organizations are changing.

5. Explain the different motivational theories, ways to motivate employees, and techniques to build self-managed teams.

6. Describe human resource management, the issues in managing human resources, and the methods to find and retain the best employees.

7. Understand the labor union management issues, federal labor laws, and controversial employee-management issues such as executive

compensation, comparable worth, child care, and drug testing.

8. Describe the issues and problems that a business has to deal with to have world-class products and services.

9. Understand marketing as it relates to building customer relationships, producing products and services, distributing products efficiently and

competitively, and promoting products and services using integrated marketing communications.

10. Describe ways to develop personal finances as well as ways businesses manage financial resources through securities markets, money, and

financial institutions.

# Course Description

This course is designed to provide students with a basic understanding of business and how it affects society.

It is also a survey course giving students a taste of a wide range of business functions and possible career choices.

# Course Policies (Such as late work)

# Late work may be submitted for ½ credit.

## **Grading**

**A         94-100**

**A-        90-93**

**B+       87-89**

**B         84-86**

**B-        80-83**

**C+       77-79**

**C         74-76**

**C-        70-73**

**D+       67-69**

**D         64-66**

**D-        60-63**

**E          < 60**

## **Schedule**

**Week      Sections/Problems/Homework                           Test/Quiz/Assignments**

**1**          **Role of Business End of chapter quiz/simulations/assignments**

**2          Economic Environment End of chapter quiz/simulations/assignments**

**3         Global Environment End of chapter quiz/simulations/assignments**

**4          Financial Markets and System End of chapter quiz/simulations/assignments**

**5      Legal Environment End of chapter quiz/simulations/assignments**

**6          Business Ethics End of chapter quiz/simulations/assignments**

**7          Legal Ownership End of chapter quiz/simulations/assignments**

**8          Enterprise End of chapter quiz/simulations/assignments**

**Mid-term exam**

**9**   **Management End of chapter quiz/simulations/assignments**

**10          Motivating Employees End of chapter quiz/simulations/assignments**

**11        Teamwork and Communication End of chapter quiz/simulations/assignments**

**12        Managing Processes End of chapter quiz/simulations/assignments**

**13**        **Marketing End of chapter quiz/simulations/assignments**

**14        Human Resource Management End of chapter quiz/simulations/assignments**

**Business plan due**

**15        Accounting and Finance End of chapter quiz/simulations/assignments**

**Final exam**

# Additional Information

**Disability Statement**

**Americans with Disabilities Act and Section 504 of the Rehabilitation Act**

The Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended, prohibit Utah Valley University from engaging in discrimination on the basis of disability in any program or activity. Discrimination is also prohibited in all aspects of employment against persons with disabilities who, with reasonable accommodation, can perform the essential functions of a job.

Students who believe s/he has been denied program access or otherwise discriminated against because of a disability is encouraged to initiate a grievance by contacting the Accessibility Services Director, Pola Morrison at 801-863-8747. Employees can contact the ADA Coordinator, Irene Whittier at 801-863-8389.

Upon request, this information is available in alternative formats, such as mp3, Braille, or large print. To request this format, email [asd@uvu.edu](mailto:asd@uvu.edu)

**Utah Valley University Cheating and Plagiarism Policy Procedures**

**This document was taken from Utah Valley Institution Policy 541, *The Student Rights and Responsibilities Code***

*Plagiarism* includes, but is not limited to, failure to indicate the source with quotation marks or footnotes where appropriate if any of the following are reproduced in the work submitted by a student:

1. A phrase, written or musical.
2. A graphic element.
3. A proof.
4. Specific language.
5. An idea derived from the work, published or unpublished, of another person.

*Cheating* includes but is not necessarily limited to:

1. Submission of work that is not the student's own for papers, assignments or exams.
2. Submission or use of falsified data.
3. Theft of or unauthorized access to an exam.
4. Use of an alternate, stand-in or proxy during an examination.
5. Use of unauthorized material including textbooks, notes or computer programs in the preparation of an assignment or during an examination.
6. Supplying or communicating in any way unauthorized information to another student for the preparation of an assignment or during an examination.
7. Collaboration in the preparation of an assignment. Unless specifically permitted or required by the instructor, collaboration will usually be viewed by the university as cheating. Each student, therefore, is responsible for understanding the policies of the department offering any course as they refer to the amount of help and collaboration permitted in preparation of assignments.
8. Submission of the same work for credit in two courses without obtaining the permission of the instructors beforehand.

**Students who need accommodations because of a disability may contact the UVU Accessibility Services Department (ASD), located on the Orem Campus in LC 312.**

**To schedule an appointment or to speak with a counselor, call the ASD office at 801-863-8747. Deaf/Hard of Hearing individuals, email**[**nicole.hemmingsen@uvu.edu**](mailto:nicole.hemmingsen@uvu.edu) **or**

**text 385-208-2677.**

**Student responsibilities**

**Students are expected to perform in accordance with the**[**Student Rights and Responsibilities Code - Policy 541  (Links to an external site.)**](http://www.uvu.edu/policies/officialpolicy/policies/show/policyid/172)**.**

***Students are to:***

* ***Start class the first week of the term.***
* ***Set aside regular time each week to attend class.***
* ***Learn to use and navigate Canvas through the tutorial and contact the Help Desk (See UVU Policies & Services or Get Help menu to your left) if you have any problems with "technology-related" aspects of the course.***
* ***Learn and use the communication tools in the online course to be present and meaningfully participate.***
* ***Be accountable for course requirements, including adequate preparation through related course materials, and learning activities.***
* ***Complete all assignments on time as noted in the lessons.***
* ***Abide by ethical standards. Your work must be your own.***
* ***Contact me as early as possible if an emergency arises. Do NOT wait until the last minute to ask for an extension. Extensions are only given when a viable emergency exists AND you have communicated with me early.***

**Instructor Responsibilities**

***Instructor will:***

* ***Maintain an active presence in the course.***
* ***Respond to weekday emails promptly. If multiple emails are received regarding the same question or concern, they may be responded to with an Announcement to the entire class.***
* ***Help guide and facilitate students through course material to provide an effective learning experience.***
* ***Refer students to appropriate services for issues that are non-course content specific. For instance, technical issue, writing labs, accessibility services, etc.***
* ***Mentor students though the course and provide career and academic counseling.***

## **Instructor’s Additional Comments**

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## The bookstore will not refund the money after the Last day for 100% refund even if the student never attended class.

## **Disclaimer**

## A printed textbook is not required for this course. This class will use an electronic text and electronic course content that will be accessed through the Canvas web site for the course. This electronic content will be available the first day of class for all enrolled students. A $\_­­­­\_\_35\_\_\_   charge will be assessed for all students in the course. This charge will be listed

## as a “Bookstore Charge” and will be paid through a process similar to that used for tuition/fees.

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