

Course Prospectus

For BUS 112 Introduction to Business

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Overview

This course is an introduction to many aspects of the private enterprise system and of the businesses that operate within this framework. Your experience in this course will enable you to gain a better understanding of what business is all about, how a business operates, and which business functions are needed in any business enterprise. The course will consist of lectures, readings, assignments, quizzes, and exams to help you apply in a practical way key concepts of a business environment.

Course description

This course deals with major aspects of business including management, marketing, accounting, information processing and finance. Emphasis is on real business personalities and situations. Upon completion, students should be able to demonstrate an understanding of business concepts as a foundation for studying other business subjects.

Prerequisites and corequisites

There are no prerequisites or corequisites for this course.

Course credit

Three (3) semester credit hours.

Instructional Objectives

As a result of participating in *BUS 112* the student will be able to:

1. Explain the term Business including its history and purpose in today's modern economy.
2. Be able to identify and explain the 6 principle forms of business.
3. Explain the functions that make up the operations of business including Management, Human Resources, Production, Marketing, Information Technology and Finance.
4. Apply the course concepts by creating a simple business plan.

Your Instructor

The instructor for this course is Howard C. Woodard, Ed.D, CCP. To contact him on course details and issues please use email in the e-learning system (Populi).



Dr. Howard C. Woodard was the Associate Chief Information Officer for Academic Technology and Professor of Information Systems at Georgia College and State University. In addition to serving from 2011-2015 as the Coordinator of the Master of Logistics and Supply Chain Management Program in the J. Whitney Bunting College of Business and Director of Georgia College at Robins Air Force Base, he has a broad range of managerial, business development skills and technology consulting experience within both the public and private sectors. Adding to the vast experience Dr. Woodard has had in the secular world, and in various academic institutions, he has experience as the former Department Chair of Computer Information Systems at Ambassador University in Big Sandy, Texas. Having over thirty years of successful application of Management Information Systems and Business Solutions in domestic and international banking, computer software, financial services, manufacturing, mining, and education, Dr. Woodard has utilized his skills to pursue his research interests in information systems planning and success, educational technology strategic planning, and technology utilization in higher education administration. He has also written numerous publications on technology, training, and learning. Throughout his business and technology career, he worked in ever increasing levels of responsibility

from programmer to CIO. He has also served as president and CEO of several companies. Dr. Woodard also holds a Certified Computing Professional certification. Dr. Woodard was born and raised in Georgia, USA. He is married with one son, daughter-in-law, and a granddaughter.

Course lectures will take the format of both video and audio. PowerPoint slides will accompany lectures and videos will also periodically be available for download with lectures. See the course website for details.

Course Protocols

Technology access

This course requires web access and an established email account. The Adobe Acrobat Reader is necessary to view documents that are PDF files. One can download the reader free at:
<http://www.adobe.com/products/acrobat/readstep2.html>.

Students with disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities have a learning environment that provides for reasonable accommodation of their disabilities. Students having a disability requiring an accommodation should inform the instructor by email (on the course “Info” page click on the instructor’s name and then select “Send Email”).

Attendance in this online course

One of the most vital aspects of the college and university experience is attendance and punctuality in the learning environment. Regularity of attendance is necessary for students to derive maximum benefit from a course and to maintain a satisfactory academic record, whether in an online course or in an on-campus course. We have noticed that students who fall behind in their coursework typically drop out. Therefore, we highly encourage you to complete your assignments on time, as we want you to succeed. Remember Ecclesiastes 9:10: “Whatever your hand finds to do, do it with your might; for there is no work, nor device, nor knowledge, nor wisdom, in the grave, where you go.”

Please be aware that all students who fall behind in an online course and do not complete twenty-five percent (25%) or more of the total assignments and other required activities for a course, on or before “Last day to withdraw from a course” without a grade penalty as set forth in the University Academic Calendar, will receive a grade of “W” for it. After that date, the grade will be a “WF” and counted in a student’s GPA. Moreover, an instructor may drop a student from a course whenever the instructor concludes that a student’s class attendance or punctuality endangers the student’s success or places other students at risk.

Withdrawing from or dropping this course

It is the responsibility of a student to drop a course if he or she cannot meet the requirements of the course. Any student who stops attending a course without officially withdrawing from it risks receiving a punitive grade for that course. A student who finds it necessary to drop a course after the Late Registration (Drop/Add) Period must notify the Registrar’s Office in writing. Please note the following:

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- If a student drops a course on or before the “Last day to withdraw from a course without a grade penalty” as published in the University Academic Calendar, even if his or her work is not of a passing grade, then a “W” is recorded.
- If a course is dropped after that date, but before the last 21 calendar days of the semester, then the instructor determines the grade. The faculty member will at this time record a grade of “W” if passing (not computed in GPA) or “WF” if failing (computed in GPA).
- Students who drop a course, yet remain in one or more other courses during the last 18 calendar days of the semester, will receive a grade of “WF.”
- Students who completely withdraw from the University at any time during the semester may be given a grade of “W” on all courses.

If students do not initiate the withdrawal process, the instructor is required to initiate the administrative process and to record a grade of “W” or “WF” for the course depending on the date the faculty member drops the student from the course. Students who register for a course as an audit, but then withdraw will be assigned a grade of “W” for the course.

Textbooks

Students may order their books through the University Bookstore which is located on our main website. Living University is a participant in the Amazon Services LLC Associates Program. Be aware that the books used or referred to in this course are commercial publications. They represent the views and ideas of their authors, editors, and publishers. Living University does not endorse these texts nor vouch for their accuracy. We simply employ them in helping you master the content of the course.

Required Textbook

No textbook required at this time. [December 13, 2017]

Additional readings will periodically come from church literature and other sources. The appropriate web links will be designated on the course website. Be sure NOT to miss these readings as listed on the lesson pages of the course.

Course Requirements

Due dates and extensions

Submit assignments on or before the date due. Students must complete the course by the last official day of instruction as set forth in the academic calendar. No late or make-up assignments will be allowed except for extreme circumstances; permission of instructor is necessary.

Icebreaker

To begin this course, students must complete an Icebreaker assignment to introduce themselves to their professor and classmates through the posting of a short autobiography on the course forum. Simply tell the class about yourself and your goals (1-2 paragraphs). The Icebreaker assignment is due by the eighth day of the semester. Students post their biographies as a reply to the Icebreaker topic on the course forum. A student can earn **30 points** in this course by doing so “on time.” As there are people from all over the world enrolled in this course, each autobiography will help all know, understand, and appreciate each other. Students are to read and comment on each other’s bios throughout the first week of class.

Reading assignments

Students will be responsible for the chapter readings that correspond with the class lecture. Be sure to read the chapter prior to logging in and completing the weekly assignment. Readings will correspond with in-class assignments and will help you be better informed. Completing the readings in advance will make the assignments make more sense to you!

Discussion forums

Students will also be expected to take part in lesson discussion forums. Each of the six (6) lessons will include discussions on a topic or news item related to the material covered in that lesson. Two (2) additional topics will be assigned during the semester. Each discussion assignment will be worth **5 points each (total = 40)**. Students will respond to two of their peers in the discussion assignment.

Writing assignments

All writing assignments in this course should follow the MLA style as set forth in *Writing Research Papers: A Complete Guide* (14th edition) by Lester & Lester. Please cite your sources and use quotation marks where needed. To submit your work, select the appropriate assignment from the Assignments tab to go to the Assignment Submission webpage. Use the file attachment feature below the textbox to upload your WORD document. Please do not use the textbox to “post” your assignment: the textbox is used for student/instructor communication only, pertaining to the assignment.

Biblical Perspective: This writing assignment will be a minimum 3-page paper on a biblical perspective of Business. Topic(s) will be assigned in Lesson 4 and the paper will be due with Lesson 5 assignments. The Paper will be worth **100 points**.

Final Project: The final project will be due the last week of class and will consist of developing a Simple Business Plan. This project will begin after completion of Lesson 3 and will be built over the semester. The student must demonstrate proficiency in the class material and include aspects of all lesson units in their financial plan. The final project will be worth **400 points**.

Quizzes and examinations

Six (6) quizzes will be given throughout the course. There will be a quiz on each of the 6 lessons covered in class. Quizzes will be multiple choice, matching or short answer, and open book and notebook. Quizzes will address chapter readings, assignments, and lectures. Your quiz is due by the last day of each lesson. Quizzes are worth **50 points (total=300)**. IMPORTANT NOTE: Although the quizzes are open book and notebook, you really need to study ahead of time for these assessments. If you study ahead of time by reviewing your notes and the chapters covered, it will greatly expedite your quiz time on task. If you do not study ahead of time, the quiz will end up taking a great deal of time. There should be NO discussion with classmates regarding the quizzes.

Final Exam. There will a final exam at the end of the course covering cumulative topics and concepts from all lessons. The Exam will be a proctored exam worth **100 points**. A proctored exam is one that is overseen by an impartial individual (called a proctor) who monitors or supervises a student while he or she is taking an exam. The proctor ensures the security and integrity of the exam process. The proctoring process helps assure that the student who takes a proctored examination in a course is the same person who enrolled in the course and that examination results reflect the student’s own knowledge and competence.

Course evaluation

We welcome your input for improving this course. Making suggestions to us by email is helpful. Our goal in this course is to facilitate the successful achievement of all instructional objectives by all students. At the end of the course, you will have the opportunity of assessing the course. We want to make distance-learning courses as effective as we can. We may also ask some other questions concerning your experience in distance learning to help us improve our program. We appreciate your letting us know how we can improve our products and services for you and other distance learners. A student can earn **30 points** by completing the evaluation.

Grading

Your course grade will be determined based on the number of points you have earned over the semester as follows:

SUMMARY OF COURSE REQUIREMENTS	POINT VALUE	Letter Grade	Total Points
Icebreaker	30	A	900 points or above (90%)
Discussion (5 points each x 8)	40	B	800-899 points (80%)
Quizzes (50 points each x 6)	300	C	700-799 points (70%)
Biblical Perspective Paper	100	D	600-699 points (60%)
Final Project	400	F	599 points or below
Final Exam	100		
Course Evaluation	30		
Total	1000		

Academic Irregularity

Students have the responsibility for conducting themselves in such a manner as to avoid any suspicion that they are improperly giving or receiving aid on any assignment or examination. An academic irregularity not only includes cheating but also includes plagiarism (taking another's ideas and/or words and presenting them as if they were the writer's own) and the submitting of the same paper in separate courses without prior consent from the faculty members concerned. In cases of suspected academic irregularity, faculty members may refuse to grade such papers or examinations, completely or in part, and to record each of them as a failure. If an academic irregularity is sufficiently serious, the University may take one or more of, but not limited to, the following actions:

1. Drop the student from the course with a grade of "F";
2. Place the student on academic probation; and/or
3. Dismiss the student from the University

Course Outline

Lesson	Topics
1	Introduction, Syllabus, Explain Assignments CH 1-4 Business in a Global Environment
2	CH 5-6 Starting and Growing Business
3	CH 7-10 Management
4	CH 11-13 Marketing
5	CH 14 Information Technology
6	CH 15-17 Financial Resources
Final Project	Final Project – Simple Business Plan
Final Exam	Final Exam covering all lessons