Introduction to Business

SUMMER QUARTER – 2005

INSTRUCTOR: Jim R. Huggins

OFFICE: IC 2051 B
   Office hours: Mon. & Wed.: 12-4 p.m.
   Tues.: 1-4 p.m., Thurs.: 1-2:30 p.m.

PHONE: (630) 942-3275, e-mail: huggins@cdnet.cod.edu

WEB SITE: www.cod.edu/people/faculty/huggins

MEETING TIMES: Monday-Wednesday
   9-11:50 a.m.
   Room IC 2003

TEXT: Business by Pride, Hughes, and Kapoor, eighth edition,

COURSE DESCRIPTION
This course provides an introduction to the environment and functions of business. The organization and operation of
business, the relations of business to society, and the dominate field and types of business are surveyed. Functions
studied include: marketing, finance, production, management, retailing, wholesaling, advertising, risk, pricing,
personnel, and the business environment.

COURSE OBJECTIVES
Upon completion of this course students will be able to:
Identify key developments in business history; Identify the basic role of business in the economy;
Describe the role of ethics and social responsibility in business; List the advantages and disadvantages of
the different forms of business ownership and select the most advantages ownership form for various
situations; Compare the roles of small and large businesses in the economy; List and define the four
functions and the four resources of management; Summarize the basic principles of management; Identify
the basic organizational designs and list the advantages of each; Identify the essential concepts of
production management; Describe the basic functions of human resource management; List and describe
the fundamental theories of motivation; Summarize the role of unions in business and the issues in current
union-management relations; List and define the four P’s of marketing and summarize the
interrelationships among them; Identify key product and product design concepts; List and define
elementary pricing concepts and strategies; Identify and define the steps and elements in physical
distribution; Identify and define basic marketing promotions; Identify the basic principles of E-commerce;
Illustrate and describe the accounting cycle, identify and describe the function of the balance sheet and
income statement, and calculate basic financial ratios and classify the results; Describe the role of money
and financial institutions in business transactions; Identify and describe the basic principles of business
and personal financial management; Differentiate between risks and describe the types and functions of
the basic types of insurance; List and define the requirements of a contract and for ending a contract;
Summarize the role of government in business; Describe the basic methods of conducting international business; Define basic business terms.

ATTENDANCE POLICY

Students are expected to attend all classes. Class attendance and tardiness will be factored into the final grade, as deemed appropriate by the instructor. Arrangements must be made for make-up exams prior to the exam, if possible. All examination make-up arrangements must be made at the convenience of the instructor.

WITHDRAWAL FROM COURSE

In the event a student feels that withdrawal from the course is necessary, the College of DuPage withdrawal policy, as stated in the current catalog, will be followed. Before withdrawal procedures are initiated, please consult with me to see if other options are available to you.

As a rule, I will be available to answer questions or for general discussion shortly before and after each class. Arrangements for further help will be made on an individual basis as my schedule permits.

RULES

It is the student’s responsibility to know, understand and abide by all COD academic policies as stated in the current COD catalog. Any cheating will result in a grade of zero for this course. Turn off telephones and pagers during class. Anyone sleeping during class time will be woken and asked to leave the class. Sleeping in class is rude and inconsiderate. If you are too sleepy to stay awake during class – don’t bother coming.

EVALUATION

Grades will be determined by the accumulation of points on examinations and homework assignments. Due dates will be given for all assignments. Late assignments will not be accepted and will be scored as a “0”.

1. Exams: Four examinations will be given during the quarter. Each exam will be worth a maximum of 100 points.

2. Homework: Four homework assignments will be assigned covering a variety of topics (50 points each).

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<thead>
<tr>
<th>MAXIMUM POINTS</th>
<th>GRADING SCALE</th>
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<tbody>
<tr>
<td>Four Exams (100 each)</td>
<td>400</td>
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<tr>
<td>Four Homework (50 each)</td>
<td>200</td>
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<td>TOTAL</td>
<td>600</td>
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Business 100
Introduction to Business

COURSE OUTLINE
(Subject to change; all dates are tentative)

<table>
<thead>
<tr>
<th>WEEK</th>
<th>WEEK OF DATE</th>
<th>ASSIGNMENT</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>6/6</td>
<td>Read Chapters 1, 2, &amp; 3</td>
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<td>Week 2</td>
<td>6/13</td>
<td>Read Chapters 5, &amp; 6</td>
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<td>Week 3</td>
<td>6/20</td>
<td>Read Chapters 7, 8, &amp; 9 Test 1</td>
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<td>Week 4</td>
<td>6/27</td>
<td>Read Chapters 10, &amp; 11</td>
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<td>Week 5</td>
<td>7/4</td>
<td>Read Chapters 12, 13, &amp; 14 Test 2</td>
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<td>Week 6</td>
<td>7/11</td>
<td>Read Chapters 15, &amp; 16</td>
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<td>Week 7</td>
<td>7/18</td>
<td>Read Chapters 18, 19, &amp; 20 Test 3</td>
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<td>Week 8</td>
<td>7/25</td>
<td>Read Chapters 21 Test 4</td>
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NOTE: No class on Monday, July 5, 2005: Independence Day
Class ends on Wednesday, July 27, 2005.

Reading the textbook is vital to successfully complete this course. It is not possible to cover all of the material in the book during the lectures. You are responsible for all the material in the book and all the material delivered in class. If you miss class it is up to you to get the material from one of your classmates.