Introduction to Business
Business 1 Syllabus Section 1244/1245
Instructor: Sal Veas
veas_sal@gapps.smc.edu  http://homepage.smc.edu/veas_sal
310 434 4617  Office: 200A

Please note all dates and deadlines.
Course begins on
Monday, February 11
Course ends on
Friday, April 5

Course Description
This course provides students with an overview of business in an increasingly global society. Students will complete the course with knowledge of the general business environment, economic systems, business ethics, and technology and information systems. In addition, students will learn the fundamentals of economics, business ownership, entrepreneurship, finance, management, and marketing. Key themes woven throughout the course include exploration of career options, and development of business problem-solving skills.

Course Objectives
Upon completion of this course the student will be able to:
❖ Describe the functional areas of business.
❖ Explain influences on the business environment.
❖ Identify distinguishing characteristics of business formation.
❖ Examine the key functions of management.
❖ Describe the role of product, price, place, and promotion in marketing.
❖ Recognize the key areas of money, finance, and investments.
❖ Demonstrate business problem-solving skills.

Learning Outcomes
1. Students will explain the fundamental principles of capitalism and the tools used to measure and manage the economy.

2. Students will develop ethical business strategies for solving business problems in the area of domestic and global marketing, finance, human resources, investments, and domestic and international management.

Grades
700 points Exams (5@140 points)
200 points LearnSmart (20@10 points)
100 points Discussions (5@20 points)
1000 Total possible points
0-599 F, 600-699 D, 700-799 C, 800-899 B, 900+ A

LearnSmart Study Modules
The LearnSmart Modules and related assignments are located within McGraw-Hill Connect. With Connect, you can complete your coursework anytime and anywhere. Connect gives you access to your assignments, eBook, videos, animations, LearnSmart and more. LearnSmart is an adaptive learning system designed to help you learn faster, study more efficiently, and retain more knowledge for greater success. You will earn 10 points for each chapter completed.

Discussions
There are five threaded discussions. Each thread participation is worth 20 points. You must participate in all threaded discussions to earn your 100 points. If there is more than one threaded discussion question in a chapter, you only need to select one question to receive full credit.

Exams
May consist of objective questions, short answers, and essays. Each exam is worth 140 points. Your best 5 out of 6 exam
scores will count towards your final grade. An optional comprehensive 6th exam will be offered during the final exam schedule. This exam can be used to replace a missed exam or a low score from exams 1, 2, 3, 4 or 5.

**Exam 1:** Chapters 1, 2, 3, 4  
Wk 2, Friday, Feb 22 — Sunday, Feb 24

**Exam 2:** Chapters 5 6, 7, 8  
Wk 3, Friday, Mar 1 — Sunday, Mar 3

**Exam 3:** Chapters 9, 10, 11, 12  
Wk 5, Friday, Mar 15 — Sunday, Mar 17

**Exam 4:** Chapters 13, 14, 15, 16  
Wk 6, Friday, Mar 22 — Sunday, Mar 24

**Exam 5:** Chapters 17, 18, 19, 20  
Wk 7/8, Friday, Mar 29 — Friday, Apr 5

**Make-up Exam 6:** Comprehensive  
Wk 7/8, Friday, Mar 29 — Friday, Apr 5

**Course Materials**

Understanding Business, 9e  
Nickel, McHugh, McHugh  
McGraw-Hill

**Hardback copy:** 9780077954963  
≈$120 at SMC Bookstore

**Loose leaf copy:** 9780077954475  
≈$90 at SMC Bookstore

I will be giving you an access code to complete the MH CourseSmart assignments. An eBook is included in your access. If you are comfortable with a web-based eBook, you do not have to purchase the above listed textbook.

Please read carefully.

**Course Policies**

- This course is on PACIFIC TIME.
- You must complete the Class Introduction discussion no later than Tuesday, February 12, by 9PM PST or you WILL be dropped from the course.
- All homework and threaded discussions are due as stated on the course website.
- Discussions and homework not submitted by the deadline, can be submitted for partial credit up to the last day of class. Credit will be given as follows: Up to one week late, maximum credit=75%; Beyond 1 week late, maximum credit=50%.
- Correspond via email or text rather than phone messages. If your issue is complicated, send me a brief email and alert me that you have left a phone message. (310) 434-4617.
- Feel free to contact me via text at (424) 235-4617. This number is for texts only. You must include your name in the text message. I do not save numbers to my contact list, so without a name, I do not respond. For example:

  - **Jones, Mark:** Can I use Google apps for my assignment?
  - Due to student privacy concerns, SMC requires that students use their SMC Google-powered email account (username@student.smc.edu) for all email communication. I am unable to respond to any other email accounts.
  - All correspondence via email must include the student name and your full name in the body of the email. Any correspondence without this information will most likely not get a response. Once the semester begins, I receive between 100-150 emails a day.
  - Keep an electronic paper trail of all correspondence. Save all sent email. I will do the same.
  - General questions should not be emailed. They should be posted on the threaded discussion located in the “Course Home” section. I will post a reply, so all students can receive the information. Most questions are shared by other classmates. Everyone will be able to access the information. If your question is personal in nature, please use email. When in doubt, use email.
  - It is your responsibility to drop the course. Late drops or additions are NOT allowed. No Exceptions!!! Confirm the drop deadlines to avoid a “W” or receive a guaranteed “W” with the admissions office.
  - Unexcused missed exams will result with a fail (zero points) for that exam.
  - Because I regard this class as I would any job responsibility, I will hold you to strict standards of timeliness and ethics. In this regard, late work is unacceptable. Any assignment that is not submitted by the due date may receive zero points. With regard to ethical conduct, it is my sincere hope that no student in this class submits work which is not his or her own. Any assignment that is not written solely by the student whose name appears on the submission, will automatically receive a grade of zero (0) for the assignment. Similarly, if a student is determined to have cheated on an exam, the student will receive a score of “0” for the exam.
  - Any requests for accommodation during the semester for such things as religious holidays or disability must be presented to the instructor in writing (via email) no later than Tuesday, February 19.
  - The instructor reserves the right to make changes in this course schedule.
  - Student Code of Academic Conduct and Reporting Policy applies in this course. See SMC website for additional information.

**FAQ**

**When do classes meet?**  
There are no scheduled on-campus or on-line class periods. The entire course is asynchronous and can be accessed at your convenience. Your only requirement is to complete assignments and exams as scheduled on the syllabus.

**Are the classes different from “on-campus” classes?**

No. The content is identical. Only the delivery method differs. Your transcript will NOT identify this course as an online class.

**Is this method of delivery for everyone?**

Absolutely NOT. You must be a self-directed student who can plan their schedules to accommodate the deadlines outlined in the syllabus. It is very easy to fall behind in this course.

**Is an online course right for me?**

Students who are self-empowered are often successful at surviving the on-line journey and reaching the endpoint of their online course. Students who perform at his or her full potential, has high self-esteem, welcomes change and is willing to assume responsibility, make decisions, and express opinions, are successful online learners.

**How do I take exams?**

Over the Internet. They are written with this in mind. They consist of both multiple choice and short essay questions.

**Do I need to buy the textbook?**

Yes. The course assignments and exams are written with the assumption that you have the book.

**Where do I begin?**

I am assuming you know how to login into the http://smczone.org. First and foremost, you must read the Course Syllabus thoroughly. Visit the page for your class. Read the information carefully. I receive many questions from students regarding issues detailed in the syllabus.

**Once I am in the web site what do I do?**

Once you have entered your course, you will find an “Interactive Syllabus”. There are 20 chapters which must be completed as scheduled.

**Additional frequently asked questions are posted on the course website.**