

**Community College of Philadelphia
Business and Technology Division**

Department: Marketing and Management

Semester: Summer One 2016

Course Title: Management 121 – Introduction to Business

CRN#: 52619

Section: 902 ONL 7A SU16

Instructor Information

Name: Linda Knapp

Email: Use Canvas mail system

Instructor's Phone Number: 215-438-6912

Office Hours: By appointment in Room C2-9 (Center for Business and Industry)

Required Text: *Business*, by Pride, Hughes, and Kapoor, 12th Edition, South-Western Cengage Learning (publisher)

Course Description

The course introduces students to business activity and its role in the free enterprise system. The course gives an overview of economic systems, e-commerce, forms of business ownership, issues of ethical and social responsibility, global business, small business ownership, principles of management, marketing, information technology and systems, accounting, and finance and business law.

(From CCP web site: <http://ccp.edu/college-catalog/course-offerings/mangement-courses#mngt121>)

Student Learning Outcomes

1. Describe the environment of business and its relationship to economics, ethics, and social responsibility, and its global application.
2. Explain the legal forms of business, the importance of e-commerce, and the roles of small business, entrepreneurship, and franchises in the United States.
3. Explain and recognize the application of the functions of management and a systematic approach to business development and operation.
4. Describe the role and importance of the human element in the business world and the growth, development, and demand for knowledge workers in the 21st Century business environment.
5. Describe the importance of providing quality goods and services and how customers are satisfied through the application of the marketing mix strategies.
6. Describe how information is developed and applied in the decision making process.
7. Explain money, banking, and credit and their roles in the management of business and personal finances.

Course Goals

1. Develop understanding and competency in use of business terminology.
2. Demonstrate understanding of course terms and concepts through active forum participation.
3. Relate course concepts to the workplace and to current events in weekly assignments.

Course Outline

Session One (May 16-22) – Course Introduction and Doing the Right Thing

Chapter Two: *Being Ethical and Socially Responsible*

Session Two (May 23-29) – How the Money Flows

Chapter One: *Exploring the World of Business and Economics*

Session Three (May 30-June 5) – Business Ownership, Small Business, & Business Plans

Chapter Four: *Choosing a Form of Business Ownership*

Chapter Five: *Small Business, Entrepreneurship, and Franchises*

Session Four (June 6-12) – The Functions of Management

Chapter Six: *Understanding the Management Process*

Chapter Seven: *Creating a Flexible Organization*

Week Five (June 13-19) – Human Resource Management

Chapter Nine: *Attracting and Retaining the Best Employees*

Chapter Ten: *Motivating and Satisfying Employees and Teams*

Chapter Eleven: *Enhancing Union-Management Relations*

Week Six (June 20-26) – Target Market and Marketing Mix

Chapter Twelve: *Building Customer Relationships Through Effective Marketing*

Chapter Thirteen: *Creating and Pricing Products that Satisfy Customers*

Chapter Fourteen: *Wholesaling, Retailing, and Physical Distribution*

Chapter Fifteen: *Developing Integrated Marketing Communications*

Week Seven (June 27-30) – Everything Else

Highlights of Chapters Sixteen - Twenty

Final Exam – Completed by June 30

Student Assessment

The maximum points you can earn from completing the assignments, quizzes, and final exam is 250. Your final grade will be based on the total number of points you earn:

A 225-250

B 200-224

C 175-199

D 150-174

F 0-149

Policies

Attendance: You are expected to log into the course several times each week and do the weekly assignments. Please note that most weeks' assignments are due on Sunday.

Assignments: No late work will be accepted without documentation of illness or special circumstance. Please use proper English, and not Internet slang, in preparing all assignments.

Quizzes: There are multiple choice quizzes in sessions two, three, four, five, and six. Each one is worth up to 15 points for a total of 75.

My Practices: I will be checking for messages at least once a day (Monday-Friday) and once on the weekend. My policy is to try to grade and return assignments and tests within a week of the assignment deadline. I will notify you if there are any significant delays in this process. I make an effort to respond to your emails within 24 hours. If you do not receive an acknowledgement from me, please contact me again.

Pacing Yourself: This course covers a large amount of material in a short amount of time. I strongly encourage you to pace yourself every week so that the work is manageable and so that you can benefit from the experience.

Grading Assignments and Forum Participation: Each assignment and forum message will be graded based on accuracy, quality, and the degree that it shows understanding of the course material. Your assignment answers should make reference to terms and concepts from the textbook and your forum messages should make direct reference to the week's article as well as to textbook material.

Be sure to use quotation marks and cite sources for any direct quotes from the textbook or other resources materials. You will be expected to submit at least one original forum message and respond substantively to a classmate's message in each forum.

The week runs from Monday to Sunday so please sign on early in the week so that we can have a lengthy and worthwhile discussion. I will be regularly monitoring forums and giving feedback about the quality of the messages, when necessary.

Technical Requirements

Students are required to use software that will enable them to participate in this online course and are required to use the Canvas system for assignments and messages

Technical Support

If you need help in using the online software, you can consult the "Help" button at the bottom of your screen or call the Office of Distance Education (215-751-8415).

College Policies

Community College of Philadelphia's Early Alert Initiative: The system positively intervenes in Community College of Philadelphia's students' academic paths early and appropriately by effectively communicating current performance and supplying information beneficial to academic success. Faculty members have the opportunity to complete Early Alert reports at the 20% reporting period during the session.

Academic Honesty: Except when permitted by instructor, all work is expected to reflect an individual effort. Attribution should be given when appropriate. All students are expected to understand what constitutes cheating and plagiarism as described in College Policies and Procedures Memorandum #3 (P&P #3). If a violation of P&P#3 is found or suspected, a formal judicial process will be conducted to investigate the violation and the consequences will range from an F for the assignment to an F for the course.

Withdrawal from the Course: Students have the privilege of withdrawing from a course(s) and dropping/adding a course. Students should become familiar with the Drop/Add

and withdrawal policy by referring to the College Catalog and/or the Student Handbook. **Remember, to just stop attending a class is not the official procedure for withdrawing or dropping a course(s).**

Sexual Harassment Policy: This information is presented in the *2015-2016 Student Handbook*.

Center on Disability: Students who believe they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their accommodation form and specific needs as soon as possible, but preferably within the first week of class. If you need to request reasonable accommodations, but do not have an accommodation form, please contact the Center on Disability, room BG-39, phone number 215-751-8050.