**Course Title**: Introduction to Business – TBD

**Course Number**: Management 121 – 900 TBD Credits: 3

Pre or co requisite: English 101

**Instructor**: Dr. Mike Shaffer

Community College of Philadelphia

Department of Marketing and Management

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**Note:**  Use internal Canvas E-mail for contact.

**Textbook**: Foundations of Business, 6th Edition by Pride, et al. published by Cengage

Course Description: Management 121 introduces students to business activity and its role in the private enterprise system. The course gives an overview of economics, basic business principles, management, marketing, finance, human resources, operations and production. It also introduces students to information systems, e-commerce, e-tailing, and other new business directions resulting from the Internet in today’s technological advances. Globalization and international business are introduced to the student, as are studies of business ethics, and the role of social responsibility in the practice of business. An overview of entrepreneurship and intrapreneurship are also included.

**Student Learning Outcomes:**

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| 1. Describe the environment of business and its relationship to economics, ethics and social responsibility and its global application. |
| 1. Explain the legal forms of business, the importance of e-commerce and the roles of small business, entrepreneurship and franchises in the United States. |
| 1. Explain and recognize the application of the functions of management and a systematic approach to business development and operation. |
| 1. 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. |
| 1. Describe the importance of providing quality goods and services and how customers are satisfied through the application of the marketing mix strategies. |
| 1. Describe how information is developed and applied in the decision making process. |
| 1. Explain the role money, banking and credit and their roles in the management of business and personal finances. |

**Course Objectives**:

To broaden the understanding the of the free enterprise system.

To examine how business operates in our modern political, social and economic environment.

To clarify the role of profits in our economic system.

To analyze the methods and procedures used in business to arrive at effective decisions by means of case solutions.

**Timeline of Assignments**:

Week/Session 1

Introduction and Orientation

The Environment of Business – Chapters 1 and 2

Global Business – Chapter 3

Business Ownership and Entrepreneurship – Chapter 4

Week/Session 2

Business Ownership and Entrepreneurship – Chapter 5

Management and Organization – Chapters 6 and 7

Production – Chapter 8

Week/Session 3

Human Resources – Chapters 9 and 10

Week 9 – Marketing – Chapter 11

Marketing – Chapter 12

Marketing – Chapter 13

Week/Session 4

Social Media – Chapter 14

Finance - Chapter 15

Finance – Chapter 16

Final

**Course Evaluation**: **Scale:**

Final 40 Points A 180-200 Points

Midterm 40 Points B 160-179 Points

Assignments 15@ 10 each 150 Points C 140-159 Points

Discussions 10@ 4 each 60 Points D 120-139 Points

Case 20 Points F 0-119 Points

**Plagiarism**

Any written assignment presented by a student in fulfillment of course requirements must reflect his/her own work unless credit is properly given to others. Failure to do so is a form of stealing known as plagiarism, the act of appropriating all or part of a literary composition of another person and passing it off as one's own. Anyone who assists another in such academic dishonesty is equally responsible. The act of plagiarism will open a student to disciplinary action.

### For assistance, please email [Vaishali Sharma](mailto:vsharma@ccp.edu) – [vsharma@ccp.edu](mailto:vsharma@ccp.edu) or call 215-751-8415.

**Attendance and lateness:** Students are expected to visit the online site on a daily basis and have all work submitted by its due date. Failure to comply will result in a downgrade.

**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 20% and 50% reporting periods during the semester. Students will be assessed on the following items: attendance, punctuality, meeting assignment deadlines, classroom behavior, classroom participation and other factors pivotal to student success. Should you receive an Early Alert letter, you should follow up on the suggested intervention strategy as soon as possible.

**Attendance:** College Policy and Procedure #5 allows your instructor to withdraw any student from the class who has missed the equivalent of two weeks of class.

**Classroom Conduct:** It is expected that students will conduct themselves according to the guidelines found in the CCP College Policies and Procedures Article IV, 5. (Retrieved from College website: http://www.ccp.edu/site/prospective/orientation/orientation\_faq.php )

**Academic Honesty**: Except when permitted by your 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.

**Center on Disability**: Students who believe they may need an accommodation based on the impact of a disability should contact me 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.

Students who are registered with the Center on Disability must inform the instructor by the end of the first week of classes if special accommodations are requested.

**College Closing Policy**

Please note: The college closing does not change the due dates for any of the assignments.

The number for the cancellation of evening or weekend classes is #2238. Radio station KYW-AM 1060 will announce the College’s closing number.

You are encouraged to sign up for; “e2 Campus” is an emergency notification system. Go to the MyCCP Home page to sign up for the notification system.