MANAGEMENT 121 – Spring 2019

Intro to Business

MNGT 121

Class Time: Tuesday 12:30-3:35 NER CRN – 12053-101

Instructor: Dr. Mike Shaffer - Office phone (215) 751-8728 Office # B2-11 Office hours: NER:

Tues: 8:15-12:30

Wed: 8:15-9:00

Thurs: 8:15-9:00 & 12:05-12:30

Email – [emshaffer@ccp.edu](mailto:emshaffer@ccp.edu) or mshaffercfp@gmail.com

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, finance and business law. Pre/Co Requisites: None

**Student Learning Outcomes:**

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| **Learning Outcomes (LO):** | **Upon successful completion of the course the student will be able to:** |
| LO #1 | Describe the environment of business and its relationship to economics, ethics, and social responsibility and its global application. |
| LO #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. |
| LO #3 | Explain and recognize the application of the functions of management and a systematic approach to business development and operation. |
| LO #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. |
| LO #5 | Describe the importance of providing quality goods and services and how customers are satisfied through the application of the marketing mix strategies. |
| LO #6 | Describe how information is developed and applied in the decision-making process. |

**Textbook:** The following textbook is required: You may purchase the online or hardback copy. Either way MindTap is required.

Fundamentals of Business , pride, 6th edition. Cengage Learning, Inc. With MindTap

**Grading:** It is expected that you attend class and be on time for the start of the class. There will be three tests counting the final. Each test is worth 20%, and they are not cumulative. Tests dates will be announced at the beginning of the semester. You are to take the tests on the scheduled day and at the scheduled time. A missed test counts as a zero. There are no make-ups given. You can’t take the test early or late because of other obligations. Please don’t ask! During the tests all books, phones, hats, drinks, etc. must be put in the front of the class. This will help keep the test taking honest for everyone. Once a student has completed a test and left the room, you are NOT allowed to start a test.

There are assignments/homework that is worth 25%. It is accessed through McGraw-Hill Mindtap. Instructions will be posted in Canvas and given first day of class.

The remaining 10% of your grade will be made up of class participation and attendance. Coming in late counts as a half an absence as does leaving early. Late assignments will not be accepted. If you join the class after it has started, it is YOUR responsibility to get the notes from someone in class.

*I expect that you won’t have to get up and leave the classroom during class. If there is a problem, let me know before class begins. Interruptions like this won’t be tolerated and you will be asked to leave the class.*

***If you are caught using your phone (texting, etc.) you’ll be asked to leave the class immediately. The second time you’re caught you will be dropped from the class.***

**Basis for Grades**:

Tests (3 @ 20%) 60%

Assignments/Homework-Mindtap 30%

Class participation and attendance 10%

100%

Attendance: The school requires instructors to take attendance. Anybody missing (2) classes or more will be dropped. For each class missed past 2 classes, you will be dropped one letter grade if it is after the deadline for withdrawal. Coming in late and leaving early counts as a ½ missed class, which means if you come in late enough times you’ll be dropped. Regular attendance helps your class participation grade.

Course Outline: Chapters, review questions, and cases will be assigned the first

week of class.

Course Support: The Internet and/or Library should be used for your presentation research. Cable News Network ([www.cnn.com](http://www.cnn.com)) is a good site to keep track of Business news. Tutoring may be available in the Learning Lab.

Scoring: 90-100 = A, 80-89 = B, 70-79 = C, 60-69 = D, 59 and below = F

\* The instructor reserves the right to change the syllabus at any time. Students will be notified of any changes. \*

TO STUDENTS RECEIVING TITLE IV FINANCIAL AID FUNDS:

Effective Fall 2000, students who receive Title IV financial aid funds and who withdraw from ALL their classes before completion of 60% of the term, i.e., the 10th week (or its equivalent for summer terms) may be required to return all or a portion of their financial aid award. If it is determined that funds must be returned to the financial aid programs, students must make satisfactory payment arrangements within 45 days of notification or they become ineligible for further financial aid.

* **Cell phones must be on silent at all times. Anyone whose cell phone goes off in class will be asked to leave. This is a serious classroom disruption that will not be tolerated!** \*

**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.

**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.

* Plagiarism, cheating or any other form of Academic Dishonesty

will result in the immediate withdrawal from the class and a report

will be filed with Academic Affairs. \*

**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**

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

[E2Campus](http://www.e2campus.com/my/ccp)

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.