COMMUNITY COLLEGE OF SOUTHERN NEVADA  
BUSINESS ADMINISTRATION DEPARTMENT  
COURSE SYLLABUS  
FALL 2003  
Monday & Wednesday  
2:00pm-3:20pm

Instructor: Larry Arillo  
Email: larryarillo2@cox.net  
Office Hours: Please email all questions to the above email address

COURSE NO.: BUS 101  
COURSE TITLE: INTRODUCTION TO BUSINESS  
CLASSROOM: Cheyenne 2230


COURSE DESCRIPTION:  
This is a survey course designed to give new students to the business world a broad overview. The course will give students a better basis for choosing a business major, general information not covered in more specialized courses, and the opportunity to develop a business plan.

Course Outcomes:  
Upon completion of this course, students will be able to:  
1. Describe the functions of modern business  
2. Understand the role of management within a business setting  
3. Understand the vocabulary of business so that you may understand others and are able to speak the language of business  
4. Find problems in the business environment with the use of case study analysis  
5. Formulate a business plan.

SAFETY PROCEDURES:  
Approved classroom safety procedures are posted in each classroom and are to be followed.

AMERICANS WITH DISABILITY ACT (ADA) STATEMENT:  
If you have a documented disability that may require assistance, you will need to contact the Disability Resource Center located in the Student Service Center on each campus. Cheyenne phone number is 651-4700, Henderson 651-3086, and West Charleston is 651-5089.

For those students that would like to earn a little extra cash, stop by the Disability Resource Center to fill out a job interest card. This office hires students as note takers, readers, proctors, scribes, lab assistants, and research assistants as needed.
SECTION 504-REHABILITATION ACT OF 1973:
All students documented with a disability that may require assistance need to voluntarily contact the ACCESS office at the Cheyenne Campus, Room 1100 or call 651-4045. If a student suspects that they have a disability, they may contact ACCESS to inquire about appropriate testing. It is the student’s responsibility to personally meet with and to discuss with the instructor any learning issues that may require special assistance.

ASSIGNMENTS, EVALUATIONS AND PROCEDURES

The course will consist of lectures and discussions. Each member of the class is responsible for the following:

1. Read the course text as assigned
2. Regular attendance (See Attendance Policy)
3. Participating in required tests
4. Participating in class discussions

No make-up tests will be given. Failure to take the test on the scheduled date will result in a 0 for the exam and will reduce the number of points attainable towards the final grade. In addition, a formal review before an exam is not done, nor are any “study guides” given out. Exam material consists of textbook material as well as any material that is covered in class. The instructor expects you to keep current with the reading.

Much of the course consists of discussions of the material in the text in the form of case studies and the review questions at the end of the chapters. Students should come to class prepared to discuss the chapter. The total accumulated points earned will determine your final grade.

Please turn off all cellular phones and beepers prior to the beginning of class. Additional reading material may be assigned at the instructor’s discretion. No food or drink is permitted in the classroom. Disrespect, rudeness, and discourtesy are not tolerated in the class.

When preparing papers, they **must be typed and double-spaced. Handwritten papers will not be accepted.** When formulating these papers, they should be constructed with the intent of presenting them to the owner and/or board of directors of the company. In business, papers need to be professionally written and free of spelling and syntax errors. Points will be taken off for any spelling or syntax errors in your papers. Your papers should be concise and to the point. Most upper management and owners scan memos and correspondence looking for high points. If your report is too wordy, they lose interest and your ideas may never come to light.

The instructor reserves the right to make changes to the syllabus and course outline to reflect the needs of the class. The instructor does not offer extra credit opportunities other than any specified in the syllabus and does not offer incomplete grades. The point total that the student finishes with at the end of the semester is the grade they receive.
ATTENDANCE POLICIES:
Attendance is essential for normal progress in a course, and you are expected to attend and to arrive on time for each class meeting. An absence does not relieve you of completing all work assigned in this course. An attendance sheet will be circulated during each class session and points will be assigned at the end of the course. Make sure you sign the attendance sheet to receive credit for that day’s class attendance. The breakdown for grading will be as follows:

- 4 or less missed classes = 200 points
- 5 missed classes = 150 points
- 6 missed classes = 125 points
- 7 missed classes = 75 points
- 8 missed classes = 50 points
- 9 or more missed classes = 0 points

GRADING POLICY:
There are 500 possible points available for this course. The breakdown is as follows:

- Exam #1 (Chapters 1-5) = 50 points
- Exam #2 (Chapters 6-11 and Appendix B) = 50 points
- Final Exam (Chapters 12-19) = 75 points
- Business Plan Proposal = 100 points
- Presentation of Project = 25 points
- Attendance and Participation = 200 points
- Total points available = 500 points

Grading Scale:
- 481-500 points: A
- 451-480 points: A-
- 421-450 points: B+
- 401-420 points: B
- 380-400 points: B-
- 351-380 points: C+
- 321-350 points: C
- 301-320 points: C-
- 275-300 points: D
- Under 275 points: F

MAJOR COURSE PROJECT
This course culminates with the compilation of a complete business plan to initiate a real business. The business plan will be evaluated on:

1. Well-researched responses that demonstrate a logical thought process in arriving at your business concept, strategies, and overall plan of action. Does the business plan present a systematic, realistic evaluation of the company’s chances for success in the market?

2. The soundness upon which any assumptions are based. Are assumptions about the business concept realistic and supportable by some form of
evidence? Have the principal risks confronting the business been identified and reasonably addressed?

3. Grammatical construction of your written business plan, i.e., correct grammar, spelling, punctuation, and mechanics (see attachment A “Guidelines for Written Assignments” for further clarification of written assignment expectations.)

4. The effectiveness of (oral and written) presentation of the overall business plan (is it convincing and believable.) Will the business plan and business plan presentation attract investment money?

Note: The business plan concept itself will have no bearing on the grading/evaluation of the overall plan. Chances are, after the first several weeks of working on the business plan, your original concept may lose your initial enthusiasm and support. Because this class progressively builds a business plan, it may be too late to change your idea at that point of the class. The primary learning in BUS101 is about the process of small business planning and management, not venture idea/concept generation. So don’t worry about it.

Presentations will begin on the night of December 1st and continue until everyone has done their presentation. Your presentation should be no less than 7 or more than 10 minutes. You will be timed, and if you run too short or too long, points will be deducted from the presentation point totals. No papers will not be accepted without the presentations being done.

**ATTACHMENT “A”**
**INSTRUCTOR GUIDELINES FOR WRITTEN ASSIGNMENT**

The final paper must be typed (12 pt. Font), double-spaced, have no grammatical or typing errors, and have correct spelling. Grammar and mechanics are counted for as 25 percent of the grade for the paper. The remaining 75 percent of the grade is based on the quality of the paper content.

Any conclusions you reach, or assumptions, opinions or recommendations you make should be supported with research, details, facts, direct personal experience, or other forms of evidence.

To the extent possible, integrate reading from the text and other sources (class discussions, personal experiences, corporate training, etc.) into your paper.

This instructor looks for the demonstration of critical and original thinking in the written assignment. The critical thinker is one who works on doing things better, solving problems more efficiently, or going beyond what is read in texts or what is considered facts.
I am more interested in quality than quantity in the paper. However, as a guide the business plan should be **no shorter than 15 pages and no more than 20 pages** in the body of the paper. The page count does not include the title page, the executive summary, the table of contents and any charts or graphs that you include in your paper. If your paper is too short or too long, points will be deducted from your point total.

Your final paper is due on the day that you do your presentation to the class. Your paper will not be accepted late and will cause you to lose all the points for the paper. Make up presentations are not allowed.

**SYLLABUS:**

- September 3: Syllabus, course overview
- September 8: Business: Blending People, Technology, and Ethical Behavior
- September 10: Developing a Business Plan
- September 15: Developing a Business Plan
- September 17: Economic Challenges Facing Global and Domestic Business
- September 22: Study Day-No Class
- September 24: Competing In Global Markets
- September 29: Options for Organizing Small and Large Businesses
- October 1: Exam #1 (Chapters 1-5) Company for Business Plan Submitted
- October 6: Starting Your Own Business and Appendix B
- October 8: Electronic Commerce: The Internet and Online Businesses
- October 13: Management, Leadership, and the Internal Organization
- October 15: Human Resource Management and Motivation
- October 20: Improving Performance Through Empowerment
- October 22: Labor-Management Relations
- October 27: Exam #2 (Chapters 6-11 and Appendix B)
- October 29: Creating and Producing World Class Goods
- November 3: Customer Driven Marketing
- November 5: Developing and Pricing Goods and Services
- November 10: Study Day-No Class
- November 12: Distributing Goods and Services
- November 17: Understanding Accounting and Financial Statements
- November 19: Understanding Accounting and Financial Statements (part 2)
- November 24: Financial Management and Institutions
- November 26: Final Exam (Chapters 12-19)-FINAL DAY TO DROP A CLASS
- November 27-30: THANKSGIVING DAY RECESS
- December 1: Presentations
- December 3: Presentations
- December 8: Presentations
- December 10: Presentations
- December 15: Presentations

**HAVE A SAFE AND HAPPY HOLIDAY SEASON!!!**