Bus 101
Introduction to Business
Course Guide

Independent Study in Idaho

Self-paced study. Anytime. Anywhere!

Business 101
Introduction to Business

Prepared by:
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Lewis-Clark State College

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3 – Bus 101
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Welcome!
Whether you are a new or returning student, welcome to the Independent Study in Idaho (ISI) program. Below, you will find information pertinent to your course including the course description, course materials, course objectives, as well as information about assignments, exams, and grading. If you have any questions or concerns, please contact the ISI office for clarification before beginning your course.

Policies and Procedures
Refer to the ISI website at www.uidaho.edu/isil and select About ISI Policies for the most current policies and procedures, including information on setting up accounts, student confidentiality, exams, proctors, transcripts, course exchanges, refunds, academic integrity, library resources, and disability support and other services.

Course Description
Increases student awareness of business functions and the business environment. (LCSC students: Not open to business majors of Junior or Senior standing.)
5 graded assignments, 20 quizzes, 2 proctored exams
Available only online.

Students may submit up to 1 assignment per week. Before taking exams, students MUST wait for grades and feedback on assignments, which may take up to three weeks after date of receipt by the instructor.

ALL assignments and exams must be submitted to receive a final grade for the course.

Course Materials
Required Course Materials

Course Delivery
All ISI courses are delivered through BbLearn, an online management system that hosts the course lessons and assignments and other items that are essential to the course.

Course Introduction
This is an introductory course in the basics of understanding business and business principles and practices. Major topic areas include business trends, business ownership, business management, management of human resources, marketing, decision-making, information technology, and managing financial resources. Included in these topical areas, you will learn what it means to own your own business, compete globally, act responsibly and ethically, manage and lead human resources, market your product(s)/service(s), use information technology, and manage finances.

Course Objectives
Upon successful completion of this course, students should meet the following objectives:
- Develop a basic frame of understanding of the concepts, language, and skills related to business
- Respect and appreciate ethical behavior in business
• Explain what is involved in starting, owning, and managing your own business
• Learn and grow through problem-solving case study activities related to real world business situations

**Lessons**

**Overview**
Each lesson may include the following components:

- lesson objectives
- reading assignments
- important terms
- lecture
- quiz
- written assignment

**Study Hints:**

- Keep a copy of every assignment submitted.
- Complete all reading assignments.
- Set a schedule allowing for course completion one month prior to your personal deadline. An *Assignment Submission Log* is provided for this purpose.
- Web pages and URL links in the World Wide Web are continuously changing. Contact your instructor if you find a broken Web page or URL.

Refer to the **Course Rules** in BbLearn for further details on assignment requirements and submission.

**Exams**

- You must wait for grades and comments on assignments prior to taking subsequent exams.
- For your instructor’s exam guidelines, refer to the **Course Rules** in BbLearn.
- There are two graded exams and two practice exams for this course.

Refer to **Grading** for specific information on assignment/exam points and percentages.

**Proctor Selection/Scheduling Exams**
All exams require a proctor unless an exam is self-administered. At least 2 weeks prior to taking your first exam, submit the completed *Proctor/Exam Request Form* (available at uidaho.edu/isi, under *Forms*) to the ISI office. ISI mails all exams directly to the proctor after receiving the *Proctor/Exam Request Form*. You must schedule the examination time with your proctor prior to each exam. The proctor administers the exam and returns it to the ISI office.

**Grading**
The course grade will be based upon the following considerations:

**Assignments**
There are 25 assignments for this course that include 20 open-book chapter quizzes, 3 written assignments, and 2 worksheets.

**Exams**
There are 2 graded exams for this course and 2 practice exams.
The final course grade is issued after all assignments and exams have been graded.

Acts of academic dishonesty, including cheating or plagiarism are considered a very serious transgression and may result in a grade of F for the course.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
<th>Points</th>
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<tbody>
<tr>
<td>20 Chapter Quiz</td>
<td>5</td>
<td>100</td>
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<tr>
<td>2 Business Article Email</td>
<td>50</td>
<td>100</td>
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<tr>
<td>1 Business Formation Worksheet</td>
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<td>50</td>
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<td>1 Marketing Worksheet</td>
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<td>50</td>
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<tr>
<td>1 Business Plan/Resume</td>
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<td>100</td>
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<tr>
<td>1 Mid term exam</td>
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<tr>
<td>1 Final Exam</td>
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<tr>
<td><strong>Total Points possible</strong></td>
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Accumulated points will be divided by the total available (600) and a grade will be determined using the following percentage scale:

<table>
<thead>
<tr>
<th>% Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>92% to 100%</td>
<td>A</td>
<td>70% to 77%</td>
<td>C</td>
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<tr>
<td>90% to 91%</td>
<td>A-</td>
<td>68% to 69%</td>
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<td>88% to 89%</td>
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<td>60% to 67%</td>
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<td>82% to 87%</td>
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<td>80% to 82%</td>
<td>B-</td>
<td>See catalog</td>
<td>I</td>
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<tr>
<td>78% to 79%</td>
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**About the Course Developer**
Luther M. Maddy III: Ph.D. – Organizational learning and leadership – University of Idaho
MBA – Management - Golden Gate University
I have many years of experience as a small business owner. In all, I have been self-employed as a small business owner for more than 20 years. I have been teaching adults for many years. My research interests are career development and intervention.

**Contacting Your Instructor**
Instructor contact information is available in the Course Rules on your BbLearn site.
Assignment Submission Log
Send the completed Proctor Information Form to the ISI office at least two weeks prior to taking your first exam.

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Projected Date for Completion</th>
<th>Date Submitted</th>
<th>Grade Received</th>
<th>Cumulative Point Totals</th>
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It is time to make arrangements with your proctor to take Exam 1.

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<th>Exam 1</th>
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It is time to make arrangements with your proctor to take Exam 2.
Lesson 1
Taking Risks and Making Profits within the Dynamic Business Environment

Lesson Objectives

At the end of this lesson students will be able to:

- Describe the relationship between profit and risk, and show how businesses and nonprofit organizations can raise the standard of living for all.
- Compare and contrast being an entrepreneur and working for others.
- Analyze the effects of the economic environment and taxes on businesses.
- Describe the effects of technology on businesses.
- Demonstrate how businesses can meet and beat competition.
- Identify what businesses must do to meet global challenges, including war and terrorism.
- Review how past trends are being repeated in the present and what they mean for tomorrow’s college graduates.

Reading Assignment

Read the Prologue: “Getting Ready for Prime Time,” pages P-1 to P-27.

Read Chapter 1, pages 2–26.

Important Terms

Business, database, demography, e-commerce, entrepreneur, goods, outsourcing, nonprofit organization

Introductory Lecture

View chapter #1 introduction lecture video at: http://youtu.be/XRrYicG34Qo

Assignment

Complete chapter #1 quiz online.