

College of Business

Tennessee State University

MGMT 1010-02 FALL 2012

Credit Hrs: 3 Contact hrs: 3

Instructor: Dr J Byron Pennington

Offices: I-406 AWC and 121 HH (Holland Hall)

Office Hours: M-W 1-3 HH T 11-1 HH & 3:30-5:30 AWC R 11-1 HH

Phone: 963-7130, 963-5542, 963-5145 (Ms Perry), 963-7123 (Ms Kay), 361-1543

Email: jpennington@tnstate.edu, jbbna@comcast.net

TEXTBOOKS ARE REQUIRED FOR THIS COURSE

- 1) McGraw Hill “CONNECT” (see Attachment “A” for instructions), and
- 2) M Business, 3rd Edition, Ferrell, Hirt, Ferrell (hard copy or eBook)

http://connect.mcgraw-hill.com/connect/shortUrl.do?accessUrl=j_pennington_section_2

COURSE DESCRIPTION

This course is an introduction to the fundamentals of business including finance, economics, accounting, law, management, marketing, & human resources in the 21st century global environment of social, cultural, political, economic, and legal influences.

COURSE OBJECTIVES

Know the definition of business, options for organizing a business, resources used in business, the main participants in business, and the major influences on businesses.

Understand concepts of free versus controlled markets, the importance of ethics and social responsibility, and the time value of money.

Be able to construct basic financial statements, perform basic ratio analysis, and calculate rates of return.

Be familiar with functions of management, human relations, operations management, supply chain management, and theories of motivation, marketing research and strategy.

ACADEMIC INTEGRITY:

Academic honesty and integrity lie at the heart of any educational enterprise. Students are expected to do their own work and neither to give nor to receive assistance during quizzes and examinations. Deliberate violations of academic integrity (plagiarism, cheating, misrepresentation, of information) and fabrication are not tolerated. Actions outlined in the Tennessee State University Student Handbook under Code of Student Conduct will be followed for incidents of academic misconduct.

REASONABLE ACCOMODATIONS:

Any students requiring accommodations should contact Patricia Scudder, Director of Students with Disabilities-Disabled Student Services Office, at 963-7400, preferably before the fourth class meeting. The College of Business, in conjunction with the Office of Disabled Student Services, makes reasonable accommodations for qualified students with medically documented disabilities. I need to be aware of your status if it will affect your class activities and assignments---before assignments are due.

CODE OF STUDENT CONDUCT:

There will be no eating, drinking, sleeping or disruptive behavior in the classroom. Each student is encouraged participating in classroom activities, asking questions, and working along with the class as recommendations/problem solutions to illustrations, examples, and cases are examined. Additionally, cell phones must be turned off upon entering the classroom and should remain so until class has ended. Action will be taken against those students who do not adhere to appropriate classroom behavior.

CODE OF STUDENT CONDUCT:

There will be no eating, drinking, sleeping or disruptive behavior in the classroom. Each student is encouraged participating in classroom activities, asking questions, and working along with the class as recommendations/problem solutions to illustrations, examples, and cases are examined. Additionally, cell phones must be turned off upon entering the classroom and should remain so until class has ended. Action will be taken against those students who do not adhere to appropriate classroom behavior.

ATTENDANCE & LATE WORK:

Class attendance is mandatory! One unexcused absence will not affect your grade. A second absence will reduce the average course score by two points....a third absence will reduce the average one letter grade....& a fourth absence will result in a FAILING GRADE = "F"!!!

Students may submit a typewritten appeal for each excused absence (supporting documentation required).

PERFECT (100%) attendance will be rewarded with FIVE POINTS ADDED to the final average score!!

Students will not be excused from class except for emergencies (see Student Handbook for excused absence appeals). If you walk out of the classroom while class is being conducted....you will be counted as absent!

Late work will be penalized ten points or one letter grade if completed within one week of due date.

TEACHING STRATEGIES:

This course will include lectures, class discussions, group assignments, presentations, and online learning exercises.

ASSIGNMENTS & EVALUATION CRITERIA:

Assignments are listed on the syllabus on the MYTSU Mgmt 1010 “class file” and “CONNECT”.

GRADING SCALE:

90%-100%	A
80%-89%	B
70%-79%	C
60%-69%	D
0% -59%	F

Monday	Wednesday
8/27 Introduction Print syllabus MYTSU Class File	8/29 “CONNECT” Demonstration Bring syllabus to class
9/3 Labor Day	9/5 Chap 1
9/10 Chap 2	9/12 Chap 3
9/17 Chap 4	9/19 Chap 4
9/24 Chap 14	9/26 Chap 14
10/1 Chap 15	10/3 Chap 15
10/9 Chap 16	10/10 Chap 16
10/15 Fall Break	10/17 Team Exercises
10/22 Review for Mid Term Exam	10/24 Mid Term Exam
10/29 Chap 5	10/31 Chap 6
11/5 Chap 7	11/7 Chap 9

11/12 Chap 10	11/14 Team Exercises
11/20 Team Exercises	11/21 Team Exercises
11/26 Chap 11	11/28 Chap 12
12/3 Chap 12	12/5 Review for Final Exam
FINAL EXAM	

“FACTORS OF PRODUCTION”

INFLUENCES ON THE FACTORS	<i>LAND</i> (1)	<i>LABOR</i> (2)	<i>CAPITAL</i> (3)	<i>ENTREPRENEURSHIP</i> (4)
<i>SOCIAL (HUMAN RESOURCES)</i>				
<i>CULTURAL (ATTITUDES & PREFERENCES)</i>				
<i>POLITICAL (LEGAL)</i>				
<i>PHYSICAL (ENVIRONMENTAL)</i>				
<i>ECONOMIC (FINANCIAL)</i>				

Land = Natural Resources

Labor = Human Resources

Capital includes Buildings & Equipment

Entrepreneurship = Risk Management

ATTACHMENT “A”

“CONNECT”

Getting Started

TIP: To get started in Connect, you will need the following:

- Your instructor’s Connect Web Address
- Connect Access Code

TIP: If you do not have an access code or have not yet secured your tuition funds, you can click “Free Trial” during registration. This trial will provide temporary Connect access (typically three weeks) and will remind you to purchase online access before the end of your trial.

Registration and Sign In

1. Go to the Connect Web Address provided by your instructor
2. Click on **Register Now**
3. Enter your email address

TIP: If you already have a McGraw-Hill account, you will be asked for your password and will not be required to create a new account.

4. Enter a registration code or choose **Buy Online** to purchase access online

Sample of Connect Web Address:

http://www.mcgrawhillconnect.com/class/instructorname_section_name

5. Follow the on-screen directions

TIP: Please choose your Security Question and Answer carefully. We will ask you for this information if you forget your password.

6. When registration is complete, click on **Go to Connect Now**

7. You are now ready to use **Connect**

Trouble Logging In?

- Ensure you are using the same email address you used during registration
- If you have forgotten your password, click on the “Forgot Password?” link at your Instructor’s Connect Course Web Address
- When logged into Connect, you can update your account information (e.g. email address, password, and security question/answer) by clicking on the “My Account” link located at the top-right corner

Home (Assignments)

TIP: If you are unable to begin an assignment, verify the following:

- The assignment is available (start and due dates)
- That you have not exceeded the maximum number of attempts
- That you have not achieved a score of 100%
- If your assignment contains questions that require manual grading, you will not be able to begin your next attempt until your instructor has graded those questions

TIP: Based on the assignment policy settings established by your Instructor, you may encounter the following limitations when working on your assignment(s):

- Ability to Print Assignment
- Timed assignments – once you begin a “*timed assignment*,” the timer will not stop by design

TIP: “Save & Exit” vs. “Submit” button

- If you are unable to complete your assignment in one sitting, utilize the “Save & Exit” button to save your work and complete it at a later time
- Once you have completed your assignment, utilize the “Submit” button in order for your assignment to be graded

Library

TIP: The *Library* section of your Connect account provides shortcuts to various resources.

- If you purchased ConnectPlus, you will see an *eBook* link, which can also be accessed from the section information widget of the *Home* tab
- *Recorded Lectures* can be accessed if your instructor is using *Tegrity Campus* to capture lectures. You may also access recorded lectures when taking an assignment by clicking on the projector icon in the navigation bar
- Many McGraw-Hill textbooks offer additional resources such as narrated slides and additional problems, which are accessible through the *Student Resources* link

Reports

TIP: Once you submit your assignment, you can view your available results in the *Reports* tab.

- If you see a dash (-) as your score, your instructor has either delayed or restricted your ability to see the assignment feedback
- Your instructor has the ability to limit the amount of information (e.g. questions, answers, scores) you can view for each submitted assignment

Need More Help?

CONTACT US ONLINE

Visit us at:

www.mcgrawhillconnect.com/support

Browse our support materials including tutorial videos and our searchable Connect knowledge base. If you cannot find an answer to your question, click on “Contact Us” button to send us an email.

GIVE US A CALL

Call us at:

1-800-331-5094

Our live support is available:

Mon-Thurs: 8 am – 11 pm CT

Friday: 8 am – 6 pm CT

Sunday: 6 pm – 11 pm CT