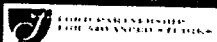


ADVANCED TECHNOLOGY ACADEMY

CHARTERED BY LAKE SUPERIOR STATE UNIVERSITY



UNIVERSITY DETROIT MERCY

HIGH STANDARDS FOR HIGH ACHIEVEMENT



Instructor: Ms. M. Pannell

Availability: M, T, TH & F 3:25 p.m. – 3:50 p.m.

Contact Information: (313) 582-4500

Email: pannell_m@yahoo.com

Website: <http://www.teacherweb.com/MI/ATA/Pannell/>

Course: Intro to College Business

Ford PAS Module 7

LSSU NO: BA 121

Year: 2007/2008

Room: 204

Course Description

This course will introduce students to many aspects of business practice. Covered are content areas of Economics, Entrepreneurship, Finance, Accounting, International Marketing, Management, Law and Career Exploration. Also, students will produce and present a formal Business Plan to an audience of their peers and selected business professionals.

Course Objectives

At the completion of this course, the students will:

1. Understand the foundation of business, the business enterprise, discussing the economics, global transactions, forms of business ownership, small business, entrepreneurship, franchising, the law and ethics.
2. Focus on managing a business and on the production and operations.
3. Examine the management of human resources, as well as human relations.
4. Evaluate marketing strategy, including product, price distribution and promotion decisions.
5. Use accounting methods and information systems.
6. Know the relative terms used in the business world.
7. Prepare an effective business plan for a small business.

Textbook(s)

Business Principles, Guidelines, and Practices, John M. Ivancevich, Thomas N. Duening, Atomicdog Publishing, 2004. Supplied by ATA. * **Replacement cost of book is \$57.00 if lost or destroyed by student.**

Textbook Policy

Textbooks and supplemental works are the property of ATA. Books will be assigned to students for their use during the duration of the course. The book is to be returned to ATA in good condition at the completion of the course. If the book is not returned or not in good condition a fee of \$57.00 will be charged.

Materials

Students should own or have access to these necessary course materials and resources:

1. Large notebook for note taking.
2. Pen or Pencil.
3. Folder for handouts and returned work.
4. Computer Access for research and typing papers as well as accessing the teacher's website.

Requirements: *Students will be required to do the following work:*

September 5-7	Chapter 1
September 10-13	Chapter 1, 2 (ARTICLE #1 DUE)
September 14-19	Chapter 2, 3 (TEST CH 1-2)
September 20-25	Chapter 3, 4 (CHAPTER 3 PAPER)
September 26 — September 29	Chapter 4 (TEST CH 3-4)
October 1-4	Ford PAS Module 7, Activity 1
October 8-11	Chapter 5
October 12-18	Chapter 13, 14 (TEST CH 5)
October 19-23	Chapter 14 (TEST CH 13, 14) (CHAPTER 13 PAPER)
October 24 — November 1	Ford PAS Module 7, Activity 2
November 2-7	Chapter 18
November 8-15	Ford PAS Module 7, Activity 3 (TEST 18)
November 16-20	Chapter 21
Nov 26 – Nov 30	Chapter 21, 15 (TEST 21, 15)
December 3-10	Ford PAS Module 7, Activity 4
December 11-13	Chapter 16 (ARTICLE #3 DUE)
December 14-20	Chapter 8 (TEST 16, 8)
January 7-14	Ford PAS Module 7, Activity 5
January 15-18	Chapter 6, Review for Finals
January 22 - 24	FINAL EXAM FIRST SEMESTER
January 28 – Feb 4	Ford PAS Module 7, Activity 6
February 5-28	Completion of Business Plan
March 3 - 7	Chapter 19
March 10 – 20	Stock Market Games (TEST CH 19)
March 31 – April 4	Chapter 7, 9 (ARTICLE #4 DUE)
April 7 - 11	Chapter 9, 10 (TEST CH 7, 9)
April 14 -18	Chapter 10, 11 (TEST CH 10, 11)
April 21 - 25	Chapter 12 (ARTICLE #4 DUE)
April 28 – May 2	Chapter 12, 17 (TEST CH 12, 17)
May 5 – 9	Chapter 17, 20
May 12 - 16	Chapter 20 (TEST CH 20)
May 19 - 23	FORD PAS PRESENTATIONS (CHAPTER 20 PAPER)
May 27 - 30	Review for Final Exam
June 3, 4, 5	SENIOR FINAL EXAMS

All Dates are approximate. Dates are subject to change to accommodate the needs of the students.

Grading Policy

Assignments are to be turned in on the DUE Date, late assignments are not accepted.

All tests must be made up within one week of the absence, or a grade of 0(zero) will be entered in the grade book. **It is the responsibility of the student to arrange a time and place to make up the test** and it is the responsibility of the student to get the appropriate notes.

Daily assigned work should be made up within in two (2) days of your return to school.

Cheating, Copying, Plagiarism: These are serious situations in the learning process. Any student who cheats or copies another's work or let's someone knowingly copy their work will receive a zero for that work. A notice will also be sent home to notify the parent/guardian of this situation.

Additional Help:

Arrangements can be made with the teacher for additional help after school

Grading Scale:

3 ASSIGNED PAPERS	= 15%
TESTS	= 35%
ARTICLES	= 10%
CLASS WORK, CASES, PROJECTS	= 30%
PARTICIPATION/CONDUCT	= 10%

FINAL EXAM = 20% OF FINAL GRADE FOR CLASS

A = 93% -100%	C = 73% -76%
A- = 90% -92%	C- = 70% -72%
B+ = 87% -89%	D+ = 67% -69%
B = 83% -86%	D = 63% -66%
B- = 80% -82%	D- = 60% -62%
C+ = 77% -79%	F = 0% - 59%

Classroom Rules, Procedures, Policies

Failure to follow these rules and procedures will result in disciplinary action.

Rules:

1. Student must come to class prepared to work each day. A prepared student has one or more writing utensils, their assigned book and any homework assignments.
2. There is absolutely no food, drinks of any kind (including water) or gum allowed in the classroom at any time.