

## **Introduction to Business 1010 – On Line**

I think that you will enjoy this introductory course and trust that you will find all the information that you need on the course site for successful completion. Please do not assume anything and if you have any questions get them answered. I can be contacted, on any day, at 435 652 8966 home, 435 879 4340 office or via e-Mail: [keller@dixie.edu](mailto:keller@dixie.edu).

This being an online course you will need to know how to enter it and use the Blackboard Vista program that the college provides for this learning experience. In addition to this you will need to be able to scan articles that you are required to select, summarize and submit in order to send them via the assignment drop box in the program. In the interest of assisting you there is an orientation tutorial that you should review even if you have taken an on line course before. If you are having difficulty understanding or using the system you have a resource in the help desk at 652 7951 or via e-Mail: [helpdesk@dixie.edu](mailto:helpdesk@dixie.edu). Please contact them with your issues as I am not the proper source in these matters. Additionally, run a browser check when you log into Vista Web CT to insure computer compatibility with all of the provisions of the course. The e-Mail system used in the course is a closed system. You are not able to send or receive e-Mails to addresses outside of the course. Finally, I check the course site several times daily and should be able to get back to you with immediacy.

NOTE: All tests will be taken on line at the testing center or via a proctor. Quizzes can be taken from the comfort of your home, as many times as you would like, with only the highest score being recorded in the grade book. If you are in the St. George Campus area tests will be available at the Testing Center. The testing center is on the on the 1<sup>st</sup> floor of the career center & financial aid building located on campus. Check the lesson plan for dates available. Please check their hours by calling the Testing Center 435 652 7692 and be reminded that you will not be able to take a test within 1 hour of closing. **Students that are at distance from the campus area will need to contact me, in order to make arrangements for tests as they will need to be proctored by someone near their location.** This might be done at a school, library or the like.

During the last five years I have been teaching at Dixie. My business background includes working in seven major industries (Major Air Carrier, Non-Profit, Major Shopping Center, Steel Product Fabrication, Food Production, Consulting, and as a Small Business Owner with two partners) over 35 years. I hold an AA in Business Administration from Miami-Dade Junior College, a BA with majors in Finance and Industrial Management from the University of South Florida, and the Executive Masters of Business Administration (EMBA) from the University of Wisconsin-Milwaukee.

I can be contacted at home, thru my number at the business department or via e-Mail. Should you choose to contact me through the Business Departments' office, 435 652 7723, please leave a message as I am more likely to receive it in a timely fashion. Other contact information is above.

The course, Introduction to Business 1010, is very comprehensive and valuable as no matter what one chooses as a career they will find they will be using business principles. In addition to this, business issues will influence you on a day to day. This would include any changes in interest rates which will dictate what you pay for a mortgage, car loan, and/or household furniture or appliances as well as changes in the investment markets will impact your retirement income.

Read the syllabus completely.

The Thought of the Week assignment resides on the discussion board. This exercise is meant to provide a meaningful dialog with your responses to the weekly statements that are posted. I would hope that all students will treat this exercise with importance. Simply popping in to meet the minimum requirement (3 postings) may not be sufficient.

Reading assignments are important in the process and content elements of you education. When you pick articles (1) to summarize (2), pick ones that you are interested in and further pick those that you understand. The “what I learned” (3) conclusion does not have to be profound but thoughtful and it needs to demonstrate an understanding of the material as well as the application of the principle/s. Check the examples on the course content page for what is expected.

The posted questions will take some thought and will require more research than the text will provide. Use the internet or other reference materials that may be available to you. While there is no one best way in business there are better ways and that is what we are seeking.

The text is Exploring Business – Karen Collins ISBN 09820430-0-7 or 9780982043004.

I will post information on the course content page (opening page) that will support the area of interest that we are covering to supplement the text in order to give some perspective relative to the material that is being covered.

The first 4 quizzes will be the source of questions for the mid term and the final 3 quizzes will be the source of questions for the final. The final may include a few additional questions from outside the text which should be obvious after completing the material in the course.

Students that require web access to the DSC Library will want to send me an e-mail requesting the Web access codes.

Good luck. Study time, I believe, will be a little more than the normal two hours per class hour due to the fact that you do not have the benefit of the classroom lectures.

Best regards,

Al Keller

DSintroOLrevSpring'10