

**Consultant Handbook
For
Zingaro Consulting**



Oakton Community College
(aka Winter 2009 BUS 101 syllabus)

I. Course Prefix	Course Number	Course Name	Credit:	Lecture:	Lab:
BUS	101	Introduction To Business	3	3	0

II. Course Prerequisite: None

III. Job Description (Course Catalog Description):

Course introduces students to the study of business. Content includes issues and topics related to business and economics in the United States and globally; business careers; key components of a business plan; and the ethical, legal, and social responsibilities of business.

Additionally: We will explore the language and concepts of American business enterprise. The content includes historical development of our modern economic system, relationships among business, government, unions, consumers, and the citizenry. The focus is on functions performed within a company such as line functions of production, finance, and marketing; staff activities furnished by industrial relations, engineering, purchasing, quality control, office services, etc. The perspective of the manager and nature of the management process is integrated throughout the course.

IV. Learning Objectives:

1. Provide you, the student, with a clear overview of how a business is organized and managed.
2. Develop sensitivity to the importance and magnitude of the interrelationships between business and business management and the social forces of government and the community within the U.S. economic system.
3. Provide generalized groundwork on which you may begin to build your career interests in such specific areas as Marketing, Accounting, Financial or Human Resources Management.
4. Introduce you to research methods and facilities, with an emphasis on the effective use of library

You will demonstrate competencies in these objective areas by successfully completing assignments and tasks described below.

V. Academic Integrity:

All of us at Oakton Community College are required to demonstrate academic integrity and to follow Oakton's Code of Academic Conduct. This code prohibits:

- cheating,
- plagiarism (turning in work not written by you, or lacking proper citation),
- falsification and fabrication (lying or distorting the truth),
- helping others to cheat,
- unauthorized changes on official documents,
- pretending to be someone else or having someone else pretend to be you,
- making or accepting bribes, special favors, or threats, and
- any other behavior that violates academic integrity.

There are serious consequences to violations of the academic integrity policy. Oakton's policies and procedures provide students a fair hearing if a complaint is made against you. If you are found to have violated the policy, the minimum penalty is failure on the assignment and, a disciplinary record will be established and kept on file in the office of the Vice President for Student Affairs for a period of 3 years.

Details of the Code of Academic Conduct can be found in the Student Handbook.

VI. Outline of Topics

Topics covered include:

- The contemporary business world
- The business of managing
- People in organizations
- Principles of Marketing
- Managing information
- Financial issues

Note: I reserve the right to change this course outline without prior notice.

VII. Methods of Instruction: As part of the consulting firm (class), you can expect that you will be required to participate in large and small group discussions, case studies, and a variety of projects.

VIII. Firm Required Practices: Good consultants are responsible for having a working knowledge of what is going on in the business world as well as an understanding of how economic, political, technological and competitive changes will have an impact on your clients and your business. In this course, you will be responsible for reading and listening to relevant materials in addition to your textbook.

You will demonstrate your proficiency in the materials by completing assigned homework, and completing and presenting a business plan.

IX. Required Materials:

Required Text: Understanding Business, 8th edition, William Nickels, James McHugh, Susan McHugh ISBN-13 9780073105970. Available at the Oakton bookstore and online

Biz Café, Interpretive Simulations- <http://www.interpretive.com> . I will collect your email and send to company. Once your email has been enrolled, you will go to the website to make payment.

Additional Resources:

Newspapers, Magazines- (Wall Street Journal, Fortune Magazine, Business week)

X. Methods of Evaluating Consultant's (student's) Progress:

Evaluation Criteria:

There will be 4 "proficiency" exams, career planning project and corporate social responsibility which will be a group consultancy project. You will receive "Zingaro consultancy bucks" (aka points). Your final evaluation will be determined based on the total consultancy bucks that you've accumulated. You will be evaluated as follows:

Proficiency Exam #1 (Chapters 1-4)	50 bucks
Proficiency Exam # 2 (Chapters 5-8 &10)	50 bucks
Proficiency Exam # 3 (Chapters 11-15)	50 bucks
Proficiency Exam # 4 (Chapters 16- 20)	50 bucks
Biz Café	100 bucks
Career Planning Project	100 bucks
Corporate Social Responsibility	25 bucks
SWOT	30 bucks
Discussion Forum postings	95 bucks
Total Possible	550 bucks

Final Evaluation will be based on a straight scale.

- 90% or more of total is an A
- 80 – 89% of total is a B
- 70 – 79% of total is a C
- 60 – 69% of total is a D

XI. Additional Information

Policies and Procedures

Examination Make-up Policies:

All consultants are expected to take examinations at the scheduled times. Make-up examinations may be given at my discretion, if the reason for the absence is of an emergency in nature and beyond the control of the "consultant". In addition, in lieu of a make-up exam, I reserve the right to double your lowest test score for one missed test. If you miss an examination, please contact me immediately to discuss the possibilities.

Assignments:

All assignments are due on the date for which they have been assigned. Assignments done outside of class will be submitted via WebCT. Assignments turned in "by hand" will not be accepted. As in the business world, if you miss a deadline you are out of luck.

NO Late Assignments will be accepted!

All assignments will be typed. In addition, assignments with **spelling and/or grammatical errors will not be accepted.**

Assist:

If you have a documented learning, psychological, or physical disability you may be entitled to reasonable academic accommodations or services. To request accommodations or services, contact the ASSIST office in the Learning Center. All students are expected to fulfill essential course requirements. The College will not waive any essential skill or requirement of a course or degree program.

Teaching Philosophy: The classroom and course conduct

- I will teach to all learning styles as best I can. Therefore, I will use a variety of educational strategies to keep the subject matter interesting as well as engage you. While we will cover the theory of the material, I believe that the best way to make it "real" is to have an opportunity to "practice" in class.
- I believe that this course is not only about the course material but also about gaining the experience necessary to be successful in the workforce therefore; my expectations are those that would apply in the workforce: you will come to "class", ready to work and give your very best effort. Your best effort includes but is not limited to: turning in assignments on time which are free from grammatical or spelling errors, contributing 100% to individual and group projects, participation in class.

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