Welcome to BUSN 131: Introduction to Modern Business, an Internet course that covers the theory and practice of business in the environment of today. You are about to embark on a journey that will expose you to virtually all facets of the business world. You will look at various factors external to a firm which influence its decision-making processes. You will also view things from various vantage points from within the business such as operations, marketing, and finance. While there is not enough time to thoroughly cover each topic, you will leave the course with a pretty good overview of the dynamics of the typical business environment.

This course is a unique learning opportunity. While you will not experience the ongoing dialogue of a traditional classroom situation, you will benefit from a well-developed set of materials for the course. They will provide you with the opportunity for a comparable learning experience. I will serve as your guide and mentor on this trip. However, the burden of motivation and discipline rests squarely on your shoulders. I will be there to help whenever asked, but it is up to you to seek my support. You can access the course syllabus and activity schedule at http://www2.lc.edu/business/bdipaolo.htm.

It is going to be a demanding experience, so it is imperative that you get off on the right foot. Since you have been able to register for this class, it is assumed that you have already completed the requirements specified on http://www.lc.edu/Online_Learning/. If you are required to take LCCC 202 and have not done so, arrangements can be made by registering online or calling Lewis & Clark at 468-6636. Another step to prepare for this course is to go to http://www.lc.edu/faq/, scroll down and open and read the section for Online Classes.

Also, prior to the first week of class, you should have already picked up the text at the bookstore (http://www.bkstr.com/lclarkstore/home) that includes an access code for Connect, a platform for student resources on the publisher’s server. It is used along with Blackboard in this online course. If you purchased the text without this code, you can purchase an instant access code online (with a credit card) after entering Blackboard and following the instructions provided. Note: The Connect access code must be used from within the Blackboard course. Therefore, you must log in to Blackboard first and follow the registration procedures provided.

We will spend the first week performing various simple introductory tasks which will serve as your course activity orientation. You should access Blackboard by logging in at http://blackboard.lc.edu and selecting the course on the first day of the semester. Access will be unavailable until that day.

Once you have logged into Blackboard and accessed the course, read the announcement. Then click on START HERE on the course menu to the left of the screen. If a menu on the left isn’t visible, hover the cursor over the far left edge, and click on the right arrow that appears. It is important to read all of the information provided very carefully, and follow the instructions precisely. It can be very frustrating to get lost in an online course. The purpose of the introductory activities is to reduce the chance of that happening to you. These exercises are aimed at providing us with the opportunity to get acquainted with one another and to get some exposure to the procedures that will be used in the class.

If you have any questions or comments, please send me an e-mail at bdipaolo@lc.edu or give me a call at school at (618) 468-4533 or at my home at (618) 377-5592. I look forward to meeting you online on the first day of the semester.

Respectfully,
Bob DiPaolo