**BA 10: Introduction to Business**

**Course Syllabus: Fall 2013**

**Instructor: Mrs. Cari Cunha**

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**Course Title & Code #:**  BA 10: Introduction to Business

**Meeting Day, Time & Location:** MWF 2:00 pm – 2:50 pm

**Course Description**: This is a survey course covering the basic areas of business. Subjects to be discussed include economic systems, management, marketing, finance, operations, human resources, law, entrepreneurship and international business

**Prerequisites**: None. Advisories include: Eligibility for ENGL 125 & 126 and MATH 101

**Learning Objectives & Outcomes:**

* Organizational structures and the advantages/disadvantages of each kind
* An understanding of how government affects business, how it restricts and helps.
* Internal organizational structures
* Compare and contrast the controls utilized by the Federal Reserve System
* Categorize/analyze the basic management functions & the role of managers and union reps.
* Global business & its impact on U.S. business and government policies/regulations
* Differentiate the four functions of marketing and how they interrelate with one another
* Perform basic computational and problem solving analyses related to the business environment.

**Learning Methods & Course Activities:**

* Lectures based on textbook materials
* Required readings and class discussions
* Problem solving
* Internet Research

**Assessment:** Students completing all exams, assignments, and activities with a cumulative, average grade of "C" or better will be deemed as having achieved the course objectives previously stated.

**Textbook:** BUSN 6 with WebTutor Supplement

**Course Activities & Evaluations:** **Earned Percentage of Possible Points - Grade:**

Participation 10% 90- 100% A

Discussions 30% 80 - 89% B

Group Assignment 25% 70 - 79% C

Quizzes, Tests 15% 60 - 69% D Final 20% < 60% F

Total 100%

**INTERNET & E-MAIL**

* Access to broadband Internet is required. If you do not have an Internet connection, you may use the resources in the Reedley College Library, Student Center or at other computer labs on campus.
* **An email address is required for all students**.

If you do not already have one, please either obtain an email address through the RC Library – or any one of the many free email services out there (gmail, hotmail, etc.).

* Please note: I receive multiple e-mails throughout the day. Please use the following when sending an e-mail. If these are not used properly your e-mail may be deleted:

1. \*Use the subject line correctly. Each e-mail you send to me must include the following subject line:

**Your first and last name, course number, and the subject you are writing about**

*For example, if I was a student in BA 10 (Intro. To Business), the subject line on my email would be as follows: Cari Cunha BA10: Question about homework*

1. Use the spell checker.
   1. Your e-mail messages represent you. Be accurate and be professional.
2. Use proper grammar.
   1. Make a habit of constantly improving the way you communicate.
3. Use proper netiquette.
   1. Do not type in all caps; this is the same as yelling, etc.

Please remember that you are in training for your professional career. One of the best places to start practicing is in this class.

\*if your e-mail does not have the required information in the subject line, your email will not be read and may be deleted.

**BLACKBOARD**

* The website is:  
  <http://blackboard.reedleycollege.edu>
* The standard Blackboard login is:  
  **Username**: your student id number  (example: 0123456)  
  **Password**:  your student id number
* Blackboard help is available 24/7
  + The phone number is 1.866.401.7784

**GRADING**

* Your course grade will be based on the percentage of points (total earned / total possible), and grades are weighted based on type of assignment. Please see specific grading weights on page one of your course syllabus.

**BIO SHEET**

* The Bio Sheet is an assignment I use to get to know you more quickly.
* Must include: at least one current picture of yourself, your correct, current e-mail address, your major, and a brief bio (description) of yourself (include things that you are good at, passionate about, or things that make you “you”).
* Full credit will be given to those who make me laugh, impress me with their design, or whose Bio Sheets greatly exceed general expectations.
* Points will be deducted for lazy, incomplete, or generally lousy work.

**ATTENDANCE & PARTICIPATION**

* Your attendance and participation are important. Attendance will be taken at the beginning of each class period. You will be given a “free ride” for up to three (3) class hours (50 minutes each).
* Students missing **six (6)** or more class hours may be dropped from the course for non-attendance.For classes that meet two times per week, students missing **four (4)** or more classes may be dropped for non-attendance. For classes that meet once per week, students missing **two (2)** or more classes may be dropped for non-attendance.
* Unless you regularly prepare for and attend class you cannot participate fully in the course. Your success in this course depends on your active participation. In fact, your participation is worth a portion of your grade. There will be no opportunity to make up missed participation points.
* Participation points will be earned for activities such as:
  + Participating in group discussions
  + Participating in group projects
  + Offering thoughts and input during discussions
  + Demonstration of skills at the board
  + Oral presentations
  + In class projects and work papers
  + Many other activities
* Students entering or leaving the classroom at times other than the scheduled start/end of class cause a disruption to students and instructors, and it is rude. Class begins on time, not 10 minutes past the hour. In an effort to be courteous to your fellow students and the instructor, please make sure that you are in your seat and ready to “get to work” on time. Students who are habitually tardy (3 or more times per term) will be penalized, as will those who leave class early (without making prior arrangements).
* Students attending less than 30 of the normal 50 minutes of class per hour will be counted as absent and subject to the drop policy if 6 or more days are counted as absent. You should be aware that participation points and quiz points are often earned at the beginning or end of the class session and there will be no opportunity to make up those points once they are missed.

**HOMEWORK, QUIZZES, & EXAMS**

* Homework will be minimal in this class; however, you can expect to have weekly quizzes as well as a midterm and final exam.
* **NO LATE WORK IS ACCEPTED**
* **Please make sure to submit assignments in Microsoft Office compatible form**. Assignments submitted in Word Perfect or other non-industry standard form will not be accepted.
* **Handwritten work will not be accepted unless stated by the instructor**.
* If you are participating in school-sanctioned activities (sports, field trips, etc.) and find it necessary to miss class, it is your responsibility to make sure that all your work is turned in and tests/quizzes are taken prior to your departure. There will be no special dispensation for absences, homework & tests/quizzes missed.
* Exam dates and chapters to be covered are clearly identified in the Course Schedule. They may consist of true/false, multiple choice, completion questions, and problems and case study questions. In some cases you will be asked to write your answers directly on the test form provided. Other times, you will be required to complete quizzes and exams online. All written answers must be neat and legible in order for you to receive full credit for your correct answers. Accommodations will be made for students with disabilities.

**Grades are final unless an error in math is found in the computation of your grade**

**Drop Policy:**

* If you decide to drop the course, please do not simply stop attending. In order to officially drop a class you must fill out a program change card, available in the Admissions and Records Office. Drop dates are listed in your Reedley College Class Schedule. If you simply stop attending, you will be assigned a letter grade.

**Student Conduct:**

* As stated in your schedule of courses, students are expected to conduct themselves in a responsible manner whenever they are on campus or representing the college in any activity. Board Policy 5410 states the specific rules and regulations and a copy of the policy is available in the college library, the admissions office, Dean of Students & Dean of Instruction offices as well as the student activities office.
* Conduct standards are designed to perpetuate the college’s educational purposes, allowing students to enjoy the right of freedom to learn. To that end, students who fail to meet the conduct standards, or who interfere with the rights of freedom to learn of others will be removed from class.

**Appropriate Apparel:**

* Please be aware that the role of the Business Department is to prepare you for the world of work. We are charged with teaching you about the various functional areas of business as well as appropriate behaviors and attire. To that end, and in order to better serve the entire class, please refrain from wearing inappropriate apparel to class – including, but not limited to, excessively revealing clothing and low-riding pants. Gentlemen will not wear hats indoors and no-one will wear sunglasses unless they have a medical directive stating the sunglasses are necessary for medicinal purposes.

**Cell Phone Use:**

* Technology is important in the business world, however; so is etiquette. Please, if you carry a cell phone or pager, turn the ringer off or to vibrate so the rest of the class is not disrupted by a ring or beep. If you are penalized more than once for a cell phone “violation,” you can expect losing points. A ringing cell phone or pager may also initiate a pop quiz or a research question for the entire class.

**Ethics in the classroom**:

* You will notice that we will often discuss ethical issues, as such you should understand that cheating and plagiarism is not acceptable in this class (or any other).

**Accommodations for students with disabilities**:

* If you have a verified need for an academic accommodation or materials in alternate media (i.e.: Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me, or the **DSPS office - ext 3332**  as soon as possible
* Please see the Reedley College catalog for clarification of issues and additional guidelines.

THIS SYLLABUS AND THE COURSE ACTIVITIES SCHEDULE ARE SUBJECT TO CHANGE AS DEEMED NECESSARY BY THE INSTRUCTOR.