**BA 10**

**Introduction to Business**

**Fall 2013**

**Hours: Tuesday and Thursday, 12:45 p.m. – 2:00 p.m., Business 43**

**Amber Balakian**

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**Office Hours: Upon request**

**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:**

* Demonstrate an understanding about how businesses organize themselves
* Demonstrate an understanding of a government’s effect on business
* Define commonly used business concepts
* Describe the global business environment

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| **In the process of completing this course, students will:**  |

* Cite the various ways the U.S. government affects, restricts, and protects business. Compare and contrast the advantages/disadvantages in each form of business ownership.
* Define business ethics and explain the role of social responsibility in an organization.
* Compare and contrast the primary economic systems.
* Compare and contrast the primary economic systems. Identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets.
* Define and describe the key management functions of planning organizing, leading, and controlling.
* Identify current production & operations processes.
* Identify key human resource management functions and laws.
* Identify the marketing mix and key tools, terms and strategies related to each element.
* Describe and identify how technology impacts all the primary functions of business.
* Evaluate the basic components of financial statements and ratio analysis.
* Explain the importance of finance to the operations of business; the various types of financing; and the process of internal and external financing and controls.
* Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.
* Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.
* Summarize the components of risk management and basic insurance concepts.

**Learning Methods & Course Activities:**

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

**Assessment**

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

**Required Text**

BUSN6 – by Kelly/McGowen/Williams

Publisher: Cengage

\*\*Class Handouts

**Email & Internet**

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

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**Grading**

Your course grade will be based on the percentage of points (total earned / total possible).

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

Participation/Discussions 30% 90 - 100% A

Homework Assignments 20% 80 - 89% B

Quizzes & Exams 40% 70 - 79% C

Final 10% 60 - 69% D

 < 60% F

**PAPER & SUPPLIES**

* **Non-spiral** edge, lined paper (**8.5 x 11 in**).
* Bring something to take notes with **every day.**

**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 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. For online classes, students missing **two (2)** weeks of discussion or assignments may be dropped for non-attendance.
* Any student who misses a class during the first **three (3)** weeks of instruction, may be dropped.
* 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 and homework 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
	+ 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 the hour (or half hour – depending on the scheduled start 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).
* Remember: “Early is on time. On time is late. Late is unacceptable.”
* 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 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.

\*A large part of what you learn will come from our classroom discussions and exercises. It is important that you come to class prepared to discuss the readings, assignments, your own related experiences, and to engage with your peers in class exercises. Equally important is your ability to listen actively to others’ contributions, monitor the timing and amount of your contributions, take responsibility for moving discussions forward, and foster an atmosphere of mutual respect.

**Homework, Quizzes and Exams**

* Homework assignments are a way for you to dig deeper into the course materials and prepare for the tests and exams. **Homework will not be accepted late**. You are welcome to turn in your homework early if you think you might miss class. If you must miss class, you may also e-mail me homework assignments as long as they are submitted prior to when they are due. Please do not e-mail homework assignments unless you are doing so because you must miss class.
	+ All homework assignments that are submitted via Blackboard or e-mail must be named correctly. Homework that is not submitted with the correct name will not be accepted. When naming a homework assignment, make sure to include your first and last name, the course abbreviation, official assignment title.
		- **For example:** if I were submitting my Syllabus Hunt homework assignment for my Introduction to Business class, I would save it as “Amber Balakian BA 10 Syllabus Hunt.”
* **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.**
* 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.
* Quizzes will be posted to Blackboard once a given chapter is completed. You will have approximately one week to complete the quiz online. Quizzes consist of true/false, multiple choice, completion questions, and problems and case study questions. Accommodations will be made for students with disabilities.

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

**Blackboard**

* The website is:
[http://blackboard.reedleycollege.edu](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

**Drop Policy**

At the instructor’s discretion, you may be dropped if you fail to attend the equivalent of two weeks during the first nine weeks of the course. After the first nine weeks, the instructor cannot drop you from the course.

**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 low cut clothing and low-riding pants. Gentlemen will not wear hats indoors and no sunglasses unless they have a medical directive stating the sunglasses are necessary for medicinal purposes.

**Ethics in the classroom (in person or on-line)**

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).

**Cell Phone Use**

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.

**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.

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| **DATE** | **TUESDAY** | **THURSDAY** |
| **Week 1**August 13 & 15 | IntroductionsRead Chp. 1 |  |
| **Week 2**August 20 & 22 |  | Read Chp. 2HW 1 – Chp. 2 Economics |
| **Week 3**August 27 & 29 |  | Read Chp. 3HW 2 – Chp. 3 World Marketplace |
| **Week 4**September 3 & 5 |  | Read Chp. 4Insight into ENRON  |
| **Week 5**September 10 & 12 | Watch Clip *Smartest Guys in the Room*Quiz 1 Review | Read Chp. 5Presentation Prep**Quiz 1** |
| **Week 6**September 17 & 19 |  | Read Chp. 6HW 3 – Chp. 6 Business Formation |
| **Week 7**September 24 & 26 |  | Read Chp. 7 HW 4 – Chp. 7 Entrepreneurship  |
| **Week 8**October 1 & 3 |  | Read Chp. 8HW 5 – Chp. 8 Accounting |
| **Week 9**October 8 & 10 |  | Read Chp. 9 HW 6 – Chp. 9 Finance |
| **Week 10**October 15 & 17 | Quiz 2 Review | Read Chp. 10**Quiz 2** |
| **Week 11**October 22 & 24 |  | Read Chp. 11HW 7 – Chp. 11 Marketing  |
| **Week 12**Oct/Nov 29 & 31 |  |  Read Chp. 12HW 8 – Chp. 12 Advertising and Promotion |
| **Week 13**November 5 & 7 |  | Read Chp. 13 |
| **Week 14**November 12 & 14 | Read Chp. 14HW 9 – Chp. 14 Management | Read Chp. 15 |
| **Week 15**November 19 & 21 | Quiz 3 Review | Read Chp. 16 & 17HW 10 – Chp. 17 Operations Management**Quiz 3** |
| **Week 16**November 26 & 28 |  | **THANKSGIVING BREAK**  |
| **Week 17**December 3 & 5 | “In Their Shoes” Presentation Prep  | Final Exam Review |
| **Week 18**December 10 & 12 | **“In Their Shoes” Presentations** | **FINAL EXAM** |
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