**BA 10: Introduction to Business**

**Instructor:** Mr. Brooks Malm  
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**Office Hours**:  By Appointment for Online Courses  
**Meeting Day, Time, & Location:** Online.  No specific day/time.

**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

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| **Student Learning Outcomes: Upon completion of this course, students will be able to:** |
| A.     Demonstrate an understanding about how businesses organize themselves  B.     Demonstrate an understanding of a government’s effect on business  C.     Define commonly used business concepts  D.     Describe the global business environment   |  | | --- | | **In the process of completing this course, students will:** | | A.     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.  B.     Define business ethics and explain the role of social responsibility in an organization.  C.     Compare and contrast the primary economic systems.  D.     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.  E.     Define and describe the key management functions of planning organizing, leading, and controlling.  F.      Identify current production & operations processes.  G.     Identify key human resource management functions and laws.  H.     Identify the marketing mix and key tools, terms and strategies related to each element.  I.      Describe and identify how technology impacts all the primary functions of business.  J.      Evaluate the basic components of financial statements and ratio analysis.  K.     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.  L.      Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.  M.    Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.  N.     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 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 11– by Kelly/McGowen - Publisher: Cengage. (ISBN: 9781337407137)

Older editions should be okay, but keep in mind that each new edition changes at least 15% from the previous edition. Used copies okay. Only textbook needed (no supplements).

**Course Activities and Grade Weights**

Participation/Discussions   20%                                            
Homework Assignments     20%                                              
Quizzes & Exams                      50%                                              
Final                                                 10%

**Earned Percentage of Possible Points - Grade:**

90 - 100%                           A  
80 -   89.9%                        B  
70 -   79.9%                        C  
60 -   69.9%                        D  
< 60%                                    F

**INTERNET & E-MAIL**

* Access to the 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. You can use your cell phone to complete assignments, but it will be more difficult than if you use a computer or tablet.
* E-mail success:
  + *E-mail subject lines are useful for future e-mail searches if you use them correctly.*
    - \*Each e-mail you send to me must include the following in the subject line:
      * **Course number, your first and last name, and the subject you are writing about**
      * *For example, if I was a student in BA 39 ( Finite Math), the subject line on my email would be as follows:  BA 39 Brooks Malm Question about homework*
      * *\*if your e-mail does not have the required information in the subject line, your email may not be read.*
  + Use correct spelling and grammar. How you write is how the world will judge your intelligence. You miss opportunities when you don't put your best self forward.
  + Your e-mail messages represent you. Be accurate and be professional.

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

**CANVAS**

* We will use Canvas for our class management system. You can log in through your college's home page.

**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 near the beginning of your course syllabus. Do not simply divide your total points earned by the total points possible. You must use the category weights when calculating your overall grade. For details, see: "How to Calculate Your Overall Grade" in the Files section of Canvas.

**ATTENDANCE & PARTICIPATION (online classes)**

* You do not have to log on every day at a specific time. However, I may post extra credit assignments, announcements, assignment files, etc. so it is a good idea to get in the habit of logging into your Canvas page for your course on a daily basis.
* Your attendance and participation will be graded based on the Discussion feature in Canvas. You are required to post an original response to each discussion prompt. You are also required to post at least four “follow-up” responses to your classmates’ original postings (5 total posts for each discussion topic). **Please be thorough** when you post, as menial posts may not be counted for credit.
* Discussion prompts will be posted weekly. Some weeks may only have one prompt, while others may have more.

**HOMEWORK, QUIZZES, & 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**. Please do not e-mail homework assignments. They must be submitted through Canvas.
* **Please make sure to submit assignments in Microsoft Office compatible form (.doc or .docx) or rich text format (.rtf)**. Assignments submitted in Word Perfect, Google docs, Pages or other non-industry standard form may not be accepted. Feel free to create your documents in any program, but you must convert files to the proper format before submitting.
* Naming your assignments correctly is useful for future assignment searches.
  + Here is a useful naming practice: class number - assignment name - semester
  + Example: BA 10 - Syllabus Hunt - Fall 2025
* 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.
* Quiz dates and chapters to be covered are clearly identified each week. Each quiz is worth approximately 15 points (depending on the number of chapters covered) and may consist of true/false, multiple choice, completion questions, and problems and case study questions. You will be required to complete quizzes and exams online. 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 logging in. In order to officially drop a class, you must drop the class through WebAdvisor or by contacting a counselor. Drop dates are listed in your Reedley College Schedule of Courses.  If you simply stop attending, you will be assigned a letter grade.

**Student Conduct:**

* Students are expected to conduct themselves in a responsible manner. 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 or freedom to learn of others will be removed from class.

\***Ethics**:

* 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.

**General Guidelines for Online Classes**

Discussion Boards: Each week, you will take part in discussions based on the topics covered in the text. In order to receive credit for discussion boards, you must post an original response **by Wednesday at midnight** and must respond a minimum of four times to other students’ posts by Sunday at midnight (five posts total per topic).

Quizzes & Exams: You’ll notice that there are time limits for taking quizzes and exams online. The time limits have been established to accurately assess a student who studies the material prior to completing the quiz/exam. Points will be deducted for going over the time limit. This is to ensure that students do not have time to simply look up answers in the text. Please make sure to be prepared **before** taking a quiz/exam.

Submitting Assignments: Assignments will be accepted only through the Canvas system. There should be a link to submit each individual assignment. Do not e-mail your instructor assignments. These will not be accepted. Assignments will not be accepted late.

Course Resources: Students who have oral presentation requirements should have access to equipment and software for recording and uploading video. This can be as simple as a webcam with microphone. Other students may decide to use a cell phone for recording. Either way is fine.

Grading: Your grade displayed on Canvas may be inaccurate. It may or may not be including assignments you missed that will lower your overall grade. Make sure you are calculating your grade and include any assignments you've missed.

Communication: You are welcome to e-mail me if you have questions or concerns. Please do so as early in the week as possible, as I generally do not log in to the system between Friday and Sunday. Unfortunately, sometimes we procrastinate and complete assignments close to deadlines, so if you do so and need help on a weekend, I probably will not be able to assist you in time. I will only be able to receive e-mails with the proper subject line, so make sure to check your syllabus to see what that means.

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