

# Course Syllabus- Spring 2008

Instructor: \_\_\_\_\_ - Phone: \_\_\_\_\_  
Email: \_\_\_\_\_ Office Hours: \_\_\_\_\_

## Course Title & Code #s: BA 10 – INTRODUCTION TO BUSINESS

Code # 51006	MWF	10-10:50am	BUS 43
# 51920	TTH	11:30 – 12:45 PM	BUS 43
#51005	TTH	1 – 2:15 PM	BUS 42
#74125	M	6-8:50 PM	Selma HS

**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
- Analyze, describe and interpret financial statements
- 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:** Contemporary Business 12<sup>th</sup> Ed – by Boone & Kurtz – ISBN # 0-324-69318-4 (isbn10) or ISBN 978-0-324-69318-8 (isbn13) [please note – publishers are switching to a 13 digit isbn system – so you may see 2 numbers on the text] **(This textbook is REQUIRED!!!)**

<b>Final:</b>	# 51006	MWF 10-10:50am	BUS 43 – Wed – May 14 @ 10am
	#51920	TTH 11:30 – 12:45pm	BUS 43 – Tues – May 13 @ 11am
	#51005	TTH 1 – 2:15pm	BUS 42 – Tues – May 13 @ 1pm
	#74125	M 6-8:50pm	Selma HS – Mon – May 12 @ 6pm

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### **Email & Internet: An email address is required of 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 (hotmail etc.). **Please note: Instructors teach multiple courses (and multiple sections of a couple of courses) with lots of students so there are some rather strict rules about email – and they are as follows:**

#### **#1... Use the subject line correctly... each email you send to your instructor MUST INCLUDE THE FOLLOWING IN THE SUBJECT LINE.....**

- Your first and last name, student id number, the course title & 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: Anne Cremarosa, 1234567, BA 10 online, homework #2*

#### **#2... Use the spell checker!!! And use proper grammar!!!**

#### **#3... DO NOT TYPE IN ALL CAPS!!! Because that is the same as yelling at me.**

#### **#4... Please remember that you are in training for your professional career... what ever that might be... So one of the best places to start practicing is in this class....**

Please note: if your email does not have the required information in the subject line... your email will be automatically sorted into a file called “students who don’t listen” and it will not be read....

Access the course Blackboard page via the Reedley College Webpage – [www.reedleycollege.edu](http://www.reedleycollege.edu) and click on the Blackboard link. You will use your student ID number as your username and password.

If you don’t have DSL or Broadband high speed internet access at home (or work – or where ever you plan to do your schoolwork) you should probably plan on taking your online quizzes and tests (if there are any) somewhere that does have a good, non-dial up connection... like the college library. The reason for this warning is simple... dial-up connections tend to “accidentally” drop the connection... if that happens when you are taking a quiz or a test – you will be dropped out of the testing system in Blackboard.... Once you exit a quiz or test (either on purpose or accidentally) you cannot get back into it.....

<b>Course Activities &amp; Evaluations:</b>		<b>Earned Percentage of Possible Points - Grade:</b>	
Participation/Discussions	10%	90 - 100%	A
Homework Assignments	21%	80 - 89%	B
Chapter Quizzes	19%	70 - 79%	C
Tests & Exams	30%	60 - 69%	D
Final	10%	< 60%	F
Semester Project	10%		

*(weights are approximate)*

Your course grade will be based on the percentage of points (total earned / total possible). You will have one (1) opportunity to earn extra credit. That opportunity must be exercised within the first week of class and it WILL NOT be repeated later in the term. **This “use it or lose it” extra credit opportunity is worth 25 points and it must meet the very specific guidelines that follow.**

#### **Extra Credit BIO CARD guidelines are very specific and are as follows:**

- NO LARGER THAN 4” by 6”
- Type written (**no hand written work**)
- A current picture of yourself
- Your correct, current email address
- Your major
- A brief bio (description) of yourself.

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The bio card project gives me a chance to get to know each of you better. I will keep the card in a course binder and use it to learn your name and face faster. ONLINE students may submit their bio cards via the link in Assignments (Blackboard site) or via mail to:

Your instructor's name - Reedley College - 995 North Reed Avenue - Reedley, CA 93654

**Attendance & Participation:** Your attendance and participation are important. Attendance will be taken at the beginning of each class period. ONLINE STUDENTS – your attendance is calculated based on your participation in the discussion board topics and participation in course activities. 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.**

Unless you regularly prepare for and attend class you can not participate fully in the course. Your success in this course depends on your active participation. In fact your participation is worth 15% 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
- And many other activities

**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.** You are welcome to turn in your homework early if you think you might miss class.

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 Activities handout. Each test is worth approximately 100 points (depending on the number of chapters covered) and may consist of true/false, multiple choice, and completion questions, as well as problems and case study questions.

**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, and I hope you do not, 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. For more details on dropping a class, please read the Reedley College Catalog (2004-2006 catalog, page 18) or the Fall Class Schedule. Drop dates are listed in your Reedley College Class Schedule. If you simply stop attending you may be saddened by the grade that may be issued. The final drop date for the Fall (2007) semester – full term classes is Friday, October 12, 2007

**Student Conduct:** As stated in your schedule of courses (pg 134), 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.

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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.

Conduct standards are applicable to online courses as well. Postings to discussion topics are to be well written, spell checked, and suitable for a professional learning institution. The use of "chat room" grammar or offensive language is strictly forbidden.

### Important Dates for Spring Semester 2008:

January 7	(M)	Spring 2008 instruction begins
January 18	(F)	Last day to drop full length class(es) for refund eligibility
January 21	(M)	Martin Luther King Jr. holiday (no classes held, campus closed)
January 25	(F)	Last day to register for full-term Spring 2008 classes
January 25	(F)	Last day to drop a Spring 2008 class(es) to avoid a 'W'
February 8	(F)	Last day to change a Spring 2008 class to/from P/NP (CR/NC) grading basis
February 15	(F)	Lincoln Day holiday (no classes held, campus closed)
February 18	(M)	Washington Day holiday (no classes held, campus closed)
March 7	(F)	Last day to drop a Spring 2008 class (letter grades assigned after this date)
March 14	(M)	Summer/Fall 2008 continuation student registration begins
March 17-22	(M-S)	Spring recess (no classes held, classes reconvene March 24, campus closed on March 21-22)
April 7	(M)	Summer 2008 registration begins for new, transfer, and former students
May 10	(S)	Spring 2008 Saturday class final exams
May 12	(M)	Fall 2008 registration begins for new, transfer and former students
May 12-16	(M-F)	Finals Week
May 16	(F)	Spring 2008 semester ends
May 16	(F)	Commencement

\* **Ethics in the classroom (even the "virtual 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.

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### BA 10 – Introduction to Business - Course Schedule - Spring 2008

Please note this schedule is meant to be a guide and is not set in stone. The activities identified in this course schedule are segmented into 3 blocks per week (since this course is a 3 unit course requiring 3 hours of class time). Items may be added or removed and timings may be changed as deemed necessary by the instructor. Similar schedules will be used for sections of BA 10 – Introduction to Business. Keeping similar schedules will be a benefit to all students.

Please note: Assignments will not be accepted late – unless there is a truly compelling reason.

The MIDTERM for this class will be held at the ½ point of this course – somewhere around week 9.

The final is CUMULATIVE and will be available for you during finals week.

#### Schedule of assignments, assessments and due dates.

WEEK	CHAPTER	LECTURE TOPIC, CLASS ACTIVITY & DISCUSSION TOPIC	ASSIGNMENTS (assigned day 1 of week assigned and due day 1 of week due)		Additional QUIZZES & CHAPTER TESTS
			ASSIGNED	DUE	
1	Ch 1	Introduction	Blackboard Assignment (online students)		
		Blackboard Tour (on-campus class)			
		Ch 1 Business – 2006 and Beyond			
		Bio Card			
2	CH 2	Ch 2 – Ethics and Social Responsibility	Semester Project		QZ Ch 1
		Ch 2 cont... & introduction to Semester Project	Stock Market Project		QZ Ch 2
		Discussion: Describe an unethical situation in which you had to distinguish between right and wrong – how did it turn out?	(multi-part project see due dates below)		
3	CH 3	Ch 3 – Economic Challenges Facing Global and Domestic Business		Bio Card – Extra Credit Blackboard Assignment (online students) –	
		Ch 3 cont...			
		Discussion: When college students are given federal grants that cover some education expenses, does this reflect a form of fiscal policy or monetary policy? Please explain your self...			

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4	CH 4	Ch 4 – Competing in Global Markets	Culture Paper	Stock Market Project Portfolio	
		Ch 4 Cont....			QZ Ch 4
		Discussion: Do you think Americans should buy US produced goods and services or foreign goods and services? How do you think either of these practices affect the US balance of trade?			Semester Project Proposal
5		Appendix – The Legal Framework of Business	Find an article in the paper about a local small business – be prepared to discuss why the business is successful – <b>you will turn in a one-page summary of the article, a link to it (or a copy of the article), and discuss, this article.</b>	Culture Paper	
		Discussion: Does the federal government over-regulate business?			QZ Appendix
		<b>TEST #1 – Chapters 1-4 &amp; Appendix</b>			<b>TEST #1 Ch 1-4 &amp; Appendix</b>
6	CH 5	Ch 5 – Options for Organizing Small and Large Businesses	Small Business Article summary		
		Ch 5 cont....			
		Discussion: The success of small businesses (based on article research).			
7	CH 6	Ch 6 – Starting Your Own Business: The Entrepreneurial Alternative	Semester Project Rough Draft – <b>Extra Credit option</b>		
		Ch 6 cont...			
		Semester Project update			
		Discussion: If you were going to start a business, what kind would it be? And where would you open it?			

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8	CH 7	Ch 7 – Electronic Commerce: The Internet and Online Business		Stock Market Project – <b>Article Summaries #1</b>  Semester Project <b>PowerPoint</b>	
		Discussion: Consider the following--- “In order to remain competitive, all retailers will have to establish Web sites and engage in e-tailing”.. Do you agree or disagree?? Why??? And if you disagree, name a type of retailer who could succeed without going online...			
		<b>TEST # 2 Chapters 5, 6,7 Take Home Test</b>			<b>TEST #2 Ch 5-7</b>
9	CH 8	Ch 8 – Management, Leadership and the Internal Organization		Semester Project <b>Paper</b>	
		Discussion: <b>Semester Project Presentations</b>			
		<b>MIDTERM</b>			<b>MIDTERM</b>
10	CH 9	Ch 9 – Human Resource Management, Motivation, and Labor-Management Relations			
		Ch 9 cont...			
		Discussion: <b>Semester Project Presentations</b>			
11	CH 10	Ch 10 – Improving Performance through Empowerment, Teamwork and Communication		Stock Market Project – <b>Article Summaries #2</b>	
		Ch 10 Cont.....			QZ Ch 9 &10
		Discussion: In order to improve job satisfaction, firms often ask employees to perform a broader variety of tasks than in the past. Employees are also expected to work in teams with workers from other areas of the business. How have these developments			

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		complicated the evaluation of employee performance?			
12	CH 11	Ch 11 – Production and Operations Management	Visit a local Mom-n-Pop retailer and a Big-Box retailer.... Compare their customer service... be prepared to discuss your findings next week.		
		Discussion: Stock Update			
		<b>TEST # 3 – Chapters 8,9,10,11</b>			<b>TEST #3 Ch 8-11</b>
13	CH 12 & CH 13	Ch 12 – Customer-Driven Marketing		Stock Market Project – <b>Article Summaries #3</b>	
		Ch 12 cont...			QZ Ch 12
		Discussion: Customer service is key to success in business today – based on your observations this past week, what is the difference in customer service between a local Mom and Pop and a Big-Box retailer?			
14	CH 13& CH 14	CH 13 – Product and Distribution Strategies			
		Discussion: Think of your favorite store...Describe the store in terms of its atmospherics... What features contribute to your positive experiences and feelings about the store?			
		Ch 14 – Promotion and Pricing Strategies			
15	CH 14	Ch 14 cont....			QZ Ch 14
		Discussion: In your opinion, what role does advertising play in the cost of products and services marketed today? AND do you think that advertising is worth the			



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		cost (to both the consumer and marketer)?			
		<b>TEST # 4 Ch 12,13,14</b>			<b>TEST # 4 Ch 12-14 –</b>
16	CH 15 & Ch 16	Ch 15 – Using Technology to Manage Information		Stock Market Project – <b>Article Summaries #4</b>	
		Ch 16 – Understanding Accounting and Financial Statements			
		Discussion: Assume you are the financing manager at ABC Inc. and your boss wants to get new cars for the executives’ use – would you buy them or lease them? And why???			
17	CH 17 & CH 18	Ch 17 – Financial Management & Institutions		Stock Market Project – <b>1-page project summary</b>	
		CH 18 – Financing and Investing through Securities Markets			<b>QZ Ch 17 &amp; 18</b>
		<b>TEST # 6 – Chapters 15, 16, 17, 18</b>			<b>TEST # 5 Ch 15-18</b>
18	<b>FINALS WEEK</b>				