**BA 10: Introduction to Business**

**Reedley College**

**Course Syllabus: Fall 2012**

**Instructor: Ms. Dianna L. Fauvor Office: Not on campus Email:** [**dianna.fauvor@reedleycollege.edu**](mailto:dianna.fauvor@reedleycollege.edu)

**Course Title:** BA 10 - Intro to Business **Course Code**: 52490

**Day / Time:** T&TH 12:30-1:45 pm (Holiday 11/22/12) **Location:** Business Ed. Bldg-Room 43

**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
* Group Activities/Group Presentation
* Report writing

**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:** BUSN5 with WebTutor Supplement (Blckbd Pkg)

ISBN: 1-1339-0364-9 Author: Kelly

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

Attendance/Tardiness/Participation/Discussions 90 - 100% A

Homework Assignments 80 - 89% B

Quizzes & Exams 70 - 79% C

Final (refer to class schedule) 60 - 69% D

Individual Report < 60% F

Group Presentation

**PAPER & SUPPLIES** (Not applicable to online classes):

* **Non-spiral** edge, lined paper (**8.5 x 11 in**).
* A supply of quiz strips (15 questions 🡪 **815-E**)
* A supply of scantron answer sheets for tests (100 question 🡪 **882-E**)

**DROP DEADLINE:** August 24th, Last Day to drop with a Full Refund (8:00 a.m.)

August 31st, Last Day to drop (in-person) to avoid a “W” and Last Day to register (8:00 a.m.)

September 3rd, Last Day to drop (Web-Advisor) to avoid a “W” (8:00 a.m.)

**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 and fail to drop, you will be assigned a letter grade that will remain on your transcripts.

**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 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.). Once obtained, please provide me with your current e-mail address.

**Check your e-mail daily! It is your responsibility if you missed an e-mailed assignment, message, etc.**

* Please note: I teach multiple courses (and multiple sections of some courses) so I have some rather strict rules about email. They are as follows:

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

**Course number, your last name, your first name and the subject you are writing about**

*For example, if I was a student in BA 10 ( Finite Math), the subject line on my email would be as follows: BA 10\_FauvorDianna\_Question about homework*

*For example, if you are sending an assignment: “BA 10\_Assignment 5\_Communication Channels\_FauvorDianna”*

1. Use the spell checker.

* Your e-mail messages represent you. Be accurate and be professional.

1. Use proper grammar.

* Make a habit of constantly improving the way you communicate.

1. Do not type in all capital letters.

* That is the same as yelling.

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.

**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 based on type of assignment and activity. **Grades are final unless an error in math is found in the computation of your grade.**

**BIO SHEET:**

* The Bio Sheet is an assignment I use to get to know you.
* Must include: at least one current picture of yourself, your 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 impress me with their design or whose Bio Sheets greatly exceed general expectations.
* Points will be deducted for incomplete, low quality or generally sub-par work.

**ATTENDANCE & PARTICIPATION (face-to-face classes):**

* 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 will be dropped from the course for non-attendance. **For classes that meet two times per week, students missing four (4) or more classes will be dropped for non-attendance**. **For classes that meet once per week, students missing two (2) or more classes (unexcused absences) will be dropped for non-attendance.** For online classes, students missing **two (2)** weeks of discussion or assignments will be dropped for non-attendance. **If you are absent once within the first three weeks of school, you will be dropped. Leaving 10 minutes early without prior permission counts as an absence.**
* 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 AT 12:30pm!!** 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 arriving over 10 minutes late will receive a tardy. After four (4) tardies, your grade will be dropped by one full letter grade. After five (5) tardies, your grade will be dropped by two full letter grades, and so on. After seven (7) tardies, you will be dropped from the class. In other words, if you are consistently late, you will receive grade reductions!**  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.
* Children are not permitted in the classroom. If you do not have childcare arrangements, you will not be permitted to bring your child into the classroom for liability reasons.

**CANCELLED CLASS NOTIFICATIONS:**

In the event I am unable to make it to class, (besides being deeply sorry) I will notify the Dean of Business and request a substitute be made available. Should a substitute be unavailable, I will e-mail you as soon as possible of the class cancellation.

**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 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. Homework should be handed in during class.**
  + **If you must miss class, all homework assignments that are submitted early via Blackboard or e-mail must be named correctly on the top of the paper and in the subject line of the e-mail**. Homework that is not submitted with the correct name will not be accepted. When naming a homework assignment, make sure to include the course name, assignment number, assignment title, your last name and your first name.
    - **For example:** BA10\_Assignment 5\_Communication Channels\_FauvorDianna
* **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 for school-sanctioned activities.
* Exam dates and chapters to be covered are clearly identified in the Course Schedule. Each test is worth approximately 50 points (depending on the number of chapters covered) and may consist of true/false, multiple choice, completion questions, and problems and case study questions. In most instances, you will need to provide a scantron and a #2 pencil for tests and exams. 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. Written documentation of an emergency resulting in a student absence will be required to make up an examination after the scheduled test date. Placing a voice or electronic mail message to the professor does not constitute permission in advance or final consent. A missed examination will be recorded as a zero. The final exam is comprehensive and will be given according to Reedley College’s Final Exam Schedule.

**INDIVIDUAL REPORT:**

An individual report will be due by October 30th. Your report must pertain to a Fortune 500 company. The report must contain research from a minimum of four websites and the websites must be cited, including a mini- bibliography on the last page of the report. The report must be a minimum of three (3) full pages and a maximum of four (4) pages, double-spaced, Times Roman font, 1” margins, with each page numbered. The top of your paper must have a header containing: title of report, your first and last name, date, course title “BA10”, and “Individual Report”. I am not looking for essay format, just the facts in the format shown below. Your report should contain:

* **Introduction**: Describe the company (founder, history of company, recent yearly net profits, year established, primary product(s), mergers, etc.). This information can be obtained from the website with a link that is usually titled Corporate website, Investor Relations, and/or Financial Reports. These links are usually at the bottom of the company’s website. Your Introduction should be no more than half (1/2) a page.
* **Competitive Forces**: Who are some of the competitors and what are their products/profits?

Example: Walmart’s competitors would be Target, Kmart, Walgreens, and CVS. Research the websites of the competitors, read the same links for their Corporate website, Investor Relations, and/or Financial Reports. Determine the biggest competitors and list their net profits, etc.

* **Strengths:** What are the company’s financial strengths? Examples: Products, marketing, profits, international sales.
* **Weaknesses:** What are the company’s weaknesses? Examples: Fewer profits than last year, poor brand image/publicity, recent lawsuits, recent opening of other competitors with like products.
* **Summary:** Summarize the company and what you believe should be their direction in the future. What could they do to improve their image, improve their sales, increase profits, etc? I’m not looking for a right or wrong answer, just for you to learn how to research information and come up with a creative conclusion, based on your research.

**GROUP PROJECT:**

A group presentation will be required of everyone. You may choose the members of your group. The group must be a minimum of three (3) people. Each group member MUST contribute to the presentation and each member must speak for five (5) minutes. When you are listening to a group give their presentation, you are expected to be courteous, **take notes** and ask questions at the end of the presentations. Each group member will evaluate the other group members, so please contribute. Your individual grade will be based on your group member evaluations of your input and on your portion of the presentation. (I recommend preparing a Powerpoint. Powerpoints are clear and concise for your audience, and they impress me.) You must pick your group members and topic by 08/30/12. It cannot be the same as another group, so I suggest you start deciding as soon as possible before other good topics are taken. Your group presentation must pertain to a subject in your book and must contain articles to substantiate your presentation.

**Example:** A group presentation could be on Social Responsibility. The group could choose the Microsoft Corporation. The group would then research the Microsoft website, as well as the Bill Gates Foundation, and determine if Microsoft is socially responsible. The group would then present in-class the pros and cons, for and against, the actual existence of social responsibility within Microsoft.

**Student Conduct:**

* As stated in your schedule of courses, students are expected to conduct themselves in a responsible and mature 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, low-riding pants, and short-shorts. 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:**

* \*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 your cell phone/pager rings, beeps or makes any other audible sounds in class, you can expect to lose your points for the day – impacting your attendance/participation credit. If you are penalized more than once for a cell phone “violation,” you can expect to be asked to leave the class. A ringing cell phone or pager may also initiate a pop quiz for the entire class.
* Texting: If you are caught reading or sending a text in class, you will be asked to leave and counted absent for the day. If you are caught reading or sending a text a second time, you will be dropped from the class. If you are caught reading or sending a text during a test, your test score will be zero and you may be assigned an “F” for a final class grade. My advice: Don’t be tempted. Don’t place your cell phone on your table/desk. **Turn off your cell phone and put it out of sight!**

**COMPUTER USE IN CLASSROOM:**

Unless you are in a Computer class that requires computer work, you are not allowed to log-in to a computer during class time without my permission. Reading your e-mails or completing homework from another class is distracting to others. If you log-in to a computer without permission and/or during a lecture, you could be asked to leave the class. If you continue to log-in without permission and/or during a lecture, you could be dropped from the 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). If you are caught cheating or plagiarizing, you may be assigned an “F” for the class, and denied entry into the class in the future. Because cheating, plagiarism, and collusion in dishonest activities erode the integrity of the college, each student is expected to exert an entirely honest effort in all academic endeavors. Academic dishonesty in any form is a very serious offense and will incur serious consequences.” (RC Catalog page 44) If you do the work on your own and succeed, you’ll be proud of your accomplishment.

**\*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.