

BA 10: Introduction to Business
Course Syllabus: Fall 2014

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

Meeting Day, Time & Location: T-TH 12:45 to 2:00pm @ Business 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

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: BUSN7– by Kelly/McGowen
Publisher: Cengage

Course Activities & Evaluations:		Earned Percentage of Possible Points - Grade:	
Participation/Discussions	20%	90 - 100%	A
Homework Assignments	20%	80 - 89%	B
Quizzes & Exams	50%	70 - 79%	C
Final	10%	60 - 69%	D
		< 60%	F

PAPER & SUPPLIES (Not applicable to online classes):

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

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, the Entrepreneurship Center, or at other computer labs on campus.
- An email address is required for all students. Make sure your current, correct e-mail is updated in the Blackboard system. I will use this system to contact you via e-mail.
- 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 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 Eric Nasalroad Question about homework
 2. Use the spell checker.
 - a. Your e-mail messages represent you. Be accurate and be professional. People in the work world will judge you based on how well you control the English language; especially when it is written.
 3. Use proper grammar.
 - a. Make a habit of constantly improving the way you communicate. Don't use text message lingo. The grammar you use creates an impression for others. Give them the impression that you are intelligent.
 4. Do not type in all capital letters.
 - a. 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 are weighted** based on type of assignment. You cannot simply divide the number of points earned by the number of points possible. I will post a document on Blackboard that explains how to calculate your overall grade if you need assistance. Please see specific grading weights on page one of your course syllabus.

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 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.

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.
 - 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 “Spencer Freeman BA 10 Syllabus Hunt.”
- 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

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 low cut clothing and low-riding pants. 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.

***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.