Syllabus Introduction to Business

Course Syllabus  
(Tentative)

**BA 10-57814 Introduction to Business**

Instructor: Mike Sorensen Email: mike.sorensen@reedleycollege.edu  
Office: BUS 40 Phone: 638-3641 Ext. 3615

**Office Hours:**MWF 8:00 - 9:00; Thursday 8:00-9:00 Virtual Office Hour Call (559) 634-0941

**Text**: BUSN 11, Kelly & McGowen ISBN 9781337407137   
You may purchase the textbook used.  Although there will be publisher provided content available to students that purchase the textbook new, I will not require students to access this material for any grade related material.

I have included a link to the publisher's site so that you can purchase an eBook or tent the textbook.

[https://www.cengage.com/c/busn-11e-kelly/9781337407137PF/ (Links to an external site.)](https://www.cengage.com/c/busn-11e-kelly/9781337407137PF/)

**Student Learning Outcomes:**

1. Adjust composition, prose, and rhetorical language use for optimal conciseness and clarity.

2. Analyze how word selection and usage affects communication.

3. Be able to discern and appreciate the differences between primary sources and secondary sources.

4. Demonstrate an understanding of social etiquette applicable in a business environment.

5. Demonstrate an understanding of the importance of original work, the role of proper citations and references, and the ability to avoid plagiarism of either a deliberate or inadvertent nature.

6. Explain the elements of the communication process.

7. Identify a basic logical fallacy in an oral or written context.

8. Illustrate sensitivity to audience needs and desire, including cross-cultural situations.

9. Plan and deliver individual or team oral-presentations for business meetings.

10. Plan, organize, write and revise letters, memos, emails, and reports suitable for a variety of business situations, including quantitative (e.g., accounting and finance) and business legal contexts.

11. Select a proper delivery format, for example face-to-face v. electronic, and identify the strengths of each modality.

12. Solve business communication problems through planning, problem solving, organizing, writing, listening and presenting techniques.

13. Understand communication in an internationalization and globalization context.

14. Understand uses of social media and related Internet writing contexts.

**Outline:**

• Organizational Structures  
• Entrepreneurship  
• Management and Leadership functions  
• Global Business  
• Human Resource Management  
• Marketing Management  
• E-Business  
• Information Technology  
• Financial Management  
• Perform basic computational and problem solving analyses related to the business environment.

**Grading**

Your final grade will be dependent on exams, homework, and participation.  
Quizzes 70%  
Projects, Papers, and Other Assignments 20%  
Discussion Boards 10%

Final grades will be based on the following scale:  
90%-100% A  
80%-89% B  
70%-79% C  
60%-69% D  
Below 60% F

Quizzes and Assignments:  
All quizzes will be taken on line. Please sign on to Canvas to complete your quiz. There will be no make-up quizzes. All quizzes will close at 11:59 pm on Tuesday during the week that follows the discussion of a chapter or an assignment.

Discussion Board:  
All students must post to the discussion board each week. The posts do not need to be long, but should be well thought-out and clear. They will close on Tuesday during the week that follows the discussion of a chapter or an assignment.

Papers:

Typically, your paper will involve answering questions related to a video of reading assignment. I will set up these papers so that they can be completed and turned in through the Canvas system. If you email the assignment, or if you ever email me about anything, pease include the course name (BA 10) in the subject line. Everyone who completes the first assignment will get full credit. My response to your first assignment will specify what you will need to do differently, if anything, in order to receive full credit on future assignments.

Attendance:

At the instructor’s discretion, you may be dropped if you fail to post for two consecutive weeks during the first nine weeks of the course. After the first nine weeks, the instructor can not drop you from the course, you will receive a grade.

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 or the Rehabilitation Act, please contact me as soon as possible.

Last day to drop this course: March 11, 2022