

**BA 10: Introduction to Business**  
**Course Syllabus: Spring 2024**  
**Instructor: Mark L. Oller**  
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**Course Title & Code #:** BA 10: Introduction to Business #55015

**Meeting Day, Time & Location:** TTh 9:30-10:45am @ Business 43

**Course Description:** This is a survey course covering the basic areas of business, involving a multi-disciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions and human behavior influence organizational policy and practices within the US and global societies. The course will demonstrate how these factors and institutions impact primary areas of business, including organizational structure and design, leadership, human resource management, organized labor practices, marketing, organizational communication, technology, entrepreneurship, legal, accounting, financial practices, the stock market, and other capital markets.

**Prerequisites:** Understanding of fractions, ratios, and percentages.  
Advisories include: Eligibility for ENGL 125 & 126 and MATH 101

**Course Overview**

The basic topics to be covered and direction of this course will be as follows:

Bankruptcy  
Accounting Statements  
Taxes and Taxation  
Depreciation  
Mathematical Skill Development including heavy emphasis on Proportions, Ratios, and Percentages  
Personal Finance, Compounding Interest, Simple Interest  
Budgeting  
Industrial Revolution  
Economics  
Banking, Finance, and the Money Supply  
Insurance  
Business Formation: Corporations, Partnerships, LLC's, Non-Profits  
Marketing and Advertising  
Financial Markets

**Learning Methods & Course Activities:**

In-class presentations, twice-weekly assignments accessed through the student's Canvas portal.

**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:** None – in class readings from supplemental materials

<b>Course Activities &amp; Evaluations:</b>	<b>Earned Percentage of Possible Points</b>		<b>Grade:</b>
Total Points Available +- 700	100%	90 - 100%	A
Homework Assignments	+- 67%	80 - 89%	B
Periodic Exams	+- 8%	70 - 79%	C
MidTerm and Final	+- 25%	60 - 69%	D
		< 60%	F

## ATTENDANCE & PARTICIPATION (online and hybrid classes)

- ***Unless you keep current on homework assignments and tests, you are not fully participating in the course.***
- Keeping up and staying current will be the sole indicator of a student's participation and attendance.
- Any student who is not current on homework assignments and tests as of the end of the third week of instruction will be dropped.
- Students missing **two (2)** weeks of assignments may be dropped for non-attendance.
- Participation points are earned for activities such as:
  - Completing Homework Assignments
  - Completing Tests
  - Participating in online Discussions

## ATTENDANCE & PARTICIPATION (face-to-face classes)

- Your attendance and participation are important. Attendance will be taken at random points during each class period.
- 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 attend class, and have prepared adequately for each class period, you are not fully participating 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 is no opportunity to make up for missed participation points.
- Participation points will be earned for activities such as:
  - Remaining attentive during class presentations
  - Completing Homework Assignments
  - In class projects and work papers
- 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.

## Student Learning Outcomes – Introduction to Business

1. 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.
2. Compare and contrast the primary economic systems.
3. 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.
4. Define and describe the key management functions of planning, organizing, leading, and controlling.
5. Define business ethics and explain the role of social responsibility in an organization.
6. Describe and identify how technology impacts all the primary functions of business.
7. Evaluate the basic components of financial statements and ratio analysis.
8. 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.
9. Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.
10. Identify current production and operations processes.
11. Identify key human resource management functions and laws.
12. Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.
13. Identify the marketing mix and key tools, terms and strategies related to each element.
14. Summarize the components of risk management and basic insurance concepts.

# Course Policies: Grading and Assessment

## GRADING and ASSESSMENT

The course grade will be based on a student's point total points as a percentage of total points possible. 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.

### Learning Methods & Course Activities:

Class will be presented with visual demonstrations and specific problem-solving, and students' progress and proficiency will be evaluated by weekly homework assignments, and periodic examinations/tests.

**Course Breakdown: Homework 20%, Tests 80%**

**Grading Scale: 90 - 100% = A | 80 - 89% = B | 70 - 79% = C | 60 - 69% = D | < 60% = F**

## Course Policies: Late Work

- Each homework assignment requires knowledge and familiarity with the skills and concepts developed in the preceding assignment.
- Homework assignments are for the student's benefit.
- Students must keep current on homework in order to succeed in this course.

## Course Policies: Prerequisites for Success

**If a student has not satisfactorily completed the recommended prerequisite courses, the student should not be surprised at the difficulty in understanding the concepts presented in this course.**

## Course Policies: Drop Policy and Drop Dates

**DROP POLICY March 8, 2024 is final drop date**

- If you intend to drop a course, *do not simply stop participating!*
- In order to officially drop a class, *you must fill out a program change card*
- The Program Change Card is available in the Admissions and Records Office
- Drop dates are listed in your Reedley College Class Schedule

If you do not officially drop a course but simply stop attending, *the instructor is required to assign a letter grade.*

## Course Policies: Communicating with Instructor

- A current and correct email address is required for all students.
- This email address will be used to contact you through the Canvas portal.
- You should expect a response by the next normal business day.
- If your email is sent on a Friday or on a weekend, you should expect a response on Monday.

### When emailing the instructor:

2. Subject Line: Include **Course ID, your first and last name, and the subject you are writing about**  
*For example: Subject: BA 10 Mark Oller Question about homework*
3. Use the spell checker.
4. Use proper grammar, not text message lingo.

### STUDENT CONDUCT:

- 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.

**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.