BA 101: INTRODUCTION TO BUSINESS (CRN 31256)

Linn-Benton Community College - WINTER 2017

Six Credits / Meets MW 9:30 a.m. – 12:20 p.m. / BC-244

Instructor: Mindy Bean

OFFICE HOURS: Monday & Wednesday: 1:00-2:00p BC 102-C/Tuesday & Thursday: 1:00-3:00p MKH-112 /Friday: 10:00-11:00a or one hour by appointment MKH-112

Primary Office: MKH-112 Phone: 541-917-4291 Email: beanm@linnbenton.edu

REQUIRED TEXT, INTEGRATED ENROLLMENTS, AND MATERIALS:

1) Business Essentials, 11th Edition by Ronald Ebert and Ricky Griffin; published by Pearson. (The LBCC offers this text bundled with access to Pearson’s MyBizLab & and e-text. Neither of the bundled add-ons is required. You may certainly purchase or rent this text from another source.)

2) Access <http://www.gcflearnfree.org/> and select “Microsoft Office” for an overview of GCF’s online tutorials. Students will be complete a comprehensive Excel tutorial (at no cost) in either a) The online class directly through GCF, or b) The “self-paced” version of the same tutorials and assignments through the BA101 course Moodle site. An orientation of this element will also be provided during the first day of class.

3) Access Smartsims.com and select “MikesBikes Intro” for an overview of the business simulation element of the course. The MikesBikes simulation teaches the key concepts of business as student teams run their own company in a competitive environment. The cost of this required simulation is $50. You are required to remit payment directly to Smartsims by the second class session. An orientation of this element will also be provided during the first day of class.

4) Three Scantron answer sheets (for the two midterms and final); available at the Bookstore, .20 cents ea.

COURSE DESCRIPTION: This course provides a general survey of the major functional and interdependent areas of business, including management, marketing, production, accounting and finance, and management information systems. Topics covered include: starting a business, operation and management of a business, business trends, ethical challenges, environmental responsibility, change, technology, global perspectives, and the dynamic roles of management and staff. Opportunities will be given for students to experience team interaction. The overview of business that this course provides should facilitate future study and specialization.

PREREQUISITE: WR 095, College Writing Fundamentals, with a minimum “C” grade. COURSE

OBJECTIVES: Students will: 1) Define commonly used business and economics terminology. 2) Describe the functional areas of any business organization, utilizing simulation software that illustrates the interdependencies between functional areas. 3) Explain revenues, expenses, and how profit is derived. 4) Differentiate between objectives, strategies, tactics, and operations. 5) Describe the components of a business plan including the financial, legal, and administrative

BA 101 Syllabus – Page 2

procedures involved in starting new business ventures. 6) Prepare a basic business plan. Demonstrate use of Excel in the preparation of charts and graphs commonly used in business

plans. 7) Explain the importance of ethics in business. Relate current business news to the ethical considerations that businesses must consider and implement.

EVALUATING STUDENT LEARNING: % of Final Grade:

Examinations: 24% (3 x 8% each)

Quizzes 14% (14 x 1% each)

Group Business Plan Project: 21% (Business Plan Summary = 7%, Group Presentation = 7%, Peer Evaluations = 7%)

Business Simulation Competition: 26%

Excel tutorial: 6% Ethics writing assignment 4% Participation in class 5% (Sharing responses from individual exercises = 0 to 3%, and presentation of “The Business News” = 2%.

TOTAL 100%

Note: **There is an absolute 1% grade reduction for each absence. Additionally, a sixth absence shall result in an automatic course grade of “F” for material non-participation.**

GRADING: This class is graded “A” through “F”. Letter grades will be assigned according to the following table: A 90-100% of total possible points B 80-89% C 70-79% D 60-69% F Below 60% Note: Punctual, regular attendance is an essential element of your success in BA 101. Attendance will be taken on a regular basis, as students will be involved in a) an ongoing Group Business Plan Project and b) a Business Simulation Competition (MikesBikes) for most of the course. Every absence diminishes the quality of the final Business Plan Summary, and can also diminish the quality of your group’s Business Plan Presentation. Each student is expected to assume responsibility for their fair share of the Group Business Plan Project and the decision input in the Business Simulation Competition. In Week 10, following the presentation of Group Business Plans, each student will complete an anonymous evaluation of their group peers. Since your peer evaluations count for 7% of your final grade, regular attendance and contributions are an imperative element of your success. Students who will not be able to successfully complete this course should withdraw prior to the end of the seventh (7th) week of the term to avoid receiving a failing grade.

SPECIAL ACCOMMODATIONS: You should meet with your instructor during the first week of class if: • You have a documented disability and need accommodations, • Your instructor needs to know medical information about you, or • You need special arrangements in the event of an emergency. If you have not accessed services and think you may need them, please contact the LBCC Center for Accessibility Resources office at 541-917-4789.

LBCC COMPREHENSIVE STATEMENT OF NONDISCRIMINATION LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin,

BA 101 Syllabus – Page 3

sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. (for further information <http://po.linnbenton.edu/BPsandARs>/ )

CLASS SCHEDULE & IMPORTANT DATES: WEEK: TOPICS COVERED AND ASSIGNMENTS:

1. Monday 1/09: Course orientation & introductions. Wednesday 1/11: Chapter 1 & 2 (Quiz 1 due 1/16)
2. Monday 1/16: HOLIDAY (Quiz 2 due 1/18) Wednesday 1/18: Chapter 3 – (Quiz 3 due 1/23) (*Excel #1 due 1/23*)
3. Monday 1/23: Chapter 4 – (Quiz due 1/25) Wednesday 1/25: Chapter 5 – (Quiz 5 due 1/30) 5 Monday 1/30: **Midterm Ex. I**, resume group work Wednesday 2/01: Chapter 6 – (Quiz 6 due 2/6)
4. Monday 2/06: Chapter 7 – (Quiz 7 due 2/9) Wednesday 2/08: Chapter 9 – (Quiz 9 due 2/12) *(Excel #2 due 2/6)*
5. Monday 2/13: Chapter 10 – (Quiz 10 due 2/16) Wednesday 2/15: Chapter 11 – (Quiz 11 due 2/20) (*Excel #3 due 2/17*)
6. Monday 2/20: HOLIDAY, resume group work Wednesday 2/22: **Midterm Ex. II** &Chapters 12 & 13 – (Quiz 12 & 13 due 2/28)
7. Monday 2/27: Chapter 14 – (Quiz 14 due 3/2) Wednesday 3/01: Chapter 15 – (Quiz 15 due 3/7)
8. Monday 3/06: Chapter 16 – (Quiz 16 due 3/12) Wednesday 3/08: MikesBikesfinale
9. Monday 3/13: & Wednesday 3/15: Group Business Plan Presentations
10. Monday 3/20: **Final exam; 10:00 to 11:50 a.m. in BC-244**

EXAMINATIONS (3 x 8% ea. = 24%): Two midterm exams and a final exam will be administered during the course. Each exam will consist of multiple-choice and/or true-false questions over the assigned chapters. The first midterm will cover chapters 1 through 5. The second midterm will cover chapters 6, 7, 9, 10 & 11. The final will cover chapters 12, 13, 14, 15 & 16. If you cannot take an exam on the scheduled date, you should inform me beforehand so we can arrange for you to take the exam at another time. Otherwise, you may take the missed exam, but your grade will be reduced by 20%. Missed exams should be made up within a week of the scheduled test date or the student will forfeit the exam. Exceptions to this policy may be made for valid emergencies.

QUIZZES (14 x 1% ea. = 14%): A quiz will be given on each assigned chapter via Moodle. All registered students have automatic access to Moodle. On the LBCC main web page, select “log

BA 101 Syllabus – Page 4

in to eLearning (Moodle)” to navigate to your BA101 course. The opening and closing times for each quiz are listed for each. A missed quiz may not be made up.

GROUP BUSINESS PLAN PROJECT (3 components x 7% ea. = 21%): In the third week of the term, students in the class will be organized into groups of 5 to 6 students each. Each group will develop a business plan for a business (usually fictitious) and present the business plan to the class during Week 10 of the term. Group business plan project work will account for 21% of each student’s final grade for the course. A word template for the Business Plan is available on Moodle. There is also a preformatted Excel template for the Income Statement and Balance Sheet components of the business plan. A printed copy of each group’s business plan is due on Monday of Week 10; the day that in-class group presentations begin. The completion of business plans should take place primarily during class time. There are five main parts to complete (instructions provided) within the Business Plan template, plus financial statements (ignore the Word versions and use the Excel template for these), and an executive summary. Utilizing your newly acquired Excel skills, you will incorporate a minimum of at least one chart, and at least one graph into your business plan. Completion of each main part of the template will closely follow your Instructor’s presentation of related chapters in class; before the associated portions of group work begins. Your group’s Business Plan Summary Report (hard copy) is worth 7% of each student’s final grade. Each group’s business plan presentation will be made at the end of the term (Week 10) and should range from a minimum of 20 minutes to a maximum of 30 minutes. All students in each group will actively participate in the presentation. The members of the class will assess each presentation. Of the 21% available, up to 7% will be awarded to each group by the rest of the class in accordance with a list of presentation criteria. Within each group, up to 7% will be awarded to each group member for peer evaluations prepared by the members of each respective group. Peer evaluations will be prepared and submitted to the Instructor anonymously immediately following your business plan presentation. The authorship of all peer evaluations will remain confidential.

BUSINESS SIMULATION COMPETITION (MikesBikes = 26%) The MikesBikes simulation teaches the key concepts of business as student teams run an established company in a competitive environment. Following an orientation to the MikesBikes online simulation, students will spend the first two weeks of the course in the “single player” mode, where you will gain familiarity with the decisions required, and the impact of those decisions; as you compete against a computerized competitor. At the start of Week 3, students will be assigned to “leadership teams” of 3, as your company begins competing in the “Multi-player” mode vs. other student-led companies. Your success will be assessed on the basis of your firm's ending shareholder value, (at the end of Week 9) as ranked against each of the other teams. Similar to the Group Business Plan Project, perfect attendance and full participation by each student will be an important determinant of your success.

BA 101 Syllabus – Page 5

EXCEL TUTORIAL (5%) Due dates: 01/23, 02/06, & 02/17 by 1:00 pm (Mandatory The use of spreadsheets has become a ubiquitous element of work in any endeavor. Where spreadsheets were once the sole domain of accountants and engineers, employees in every area of specialization (Operations, Marketing, Management, Human Resources, IT, Production, Finance, & Accounting) are expected to have facility using Excel, manipulating data, and using Excel to communicate effectively in a business environment. The Excel tutorial integrated into this course was selected from numerous tutorials for its clarity, quality, ease of use, and accessibility. The Goodwill Community Foundation (GCF) developed their Excel tutorial (as well as several others) and has made them publicly available for no charge. Anyone can access and view GCF tutorials at any time without prior account established or registration necessary. For a free Office 2016 downloads, visit: [Office.com/GetOffice365](https://products.office.com/en-us/student/office-in-education) When you are ready to begin, access, download, rename, and save the “Starting Sheet” and “Instructions” for each Excel assignment from the course Moodle site. Upon completion, email your assignment to me at [beanm@linnbenton.edu](mailto:beanm@linnbenton.edu) for evaluation. I will let you know whether you have successfully completed the assignment, or if corrections and/or revisions are necessary. **Late assignments will be deducted 2% and missing assignments will be assessed a -2% deduction.** I**MPORTANT NOTE: The Excel assignments are required elements of the course. On time (or not), you must successfully complete all 3 Excel assignments to receive a grade for the course.**

ETHICS WRITING ASSIGNMENT (4%): Due Monday 2/27/17 Complete your choice of one “Exercising Your Ethics” assignment following Chapters 1 – 13 of your text, following the instructions accordingly. Part of the grade on this assignment will be based on proper spelling, grammar, and punctuation. Written assignments must be typed or word-processed, and double-spaced using a 12 pt. font (maximum). Margins should be no greater than 1”. Hand-written work will not be accepted. Minimum length of your paper: 1-2 pages.

PARTICIPATION IN CLASS (5%): “Participation in class” is assessed by your willingness to take part in class discussions (contributing your perspectives from case study hand-outs, is weighted from 0 – 3% of your final grade). Presenting “The Business News” is the opportunity to earn 2% out of the 5% total available for this category. There is an absolute 1% grade reduction for each absence. “Business News” Portion: (2% of total) • Each student will tell the class (from where he/she is seated) about a piece of business news from the current or previous week’s headlines. The news item could be about a local or Oregon business, or it could be reporting on a regional, national, or international business or economic development. • Initially, everyone will be afforded the opportunity to present “The Business News”; on a voluntary basis. Once there are no further volunteers, a schedule will be prepared, randomly assigning the remaining students to specific dates for presentation. • If you are not in class on the day that you are scheduled, you will forfeit this 2% of your grade. • Your business news presentation should last between 1 and 2 minutes. • The news should be presented, not just read. It’s usually helpful to have a hard copy of the

BA 101 Syllabus – Page 6

news article with you rather than trying to report from memory. Other class participation points: (3% of total) • Any question response following individual exercises or comment provided during lectures qualifies for 1% credit.