

**BA 101: INTRODUCTION TO BUSINESS (CRN 25877)**  
**Linn-Benton Community College - Fall 2016**  
**T/R 6:00 – 8:50 pm / NSH-110**

**Instructor: Julie Lindsey**

Office: SSH-111

Phone: 541-554-8285

**Email: [lindsej@linnbenton.edu](mailto:lindsej@linnbenton.edu)**

**OFFICE HOURS:**

**Thursday 500-600pm**  
**(by appointment only)**

**REQUIRED TEXT, INTEGRATED ENROLLMENTS, AND MATERIAL:**

- 1) Business Essentials, 11<sup>th</sup> Edition by Ronald Ebert and Ricky Griffin; published by Pearson. (The LBCC offers this text bundled with access to Pearson's MyBizLab, e-text, and MikesBikes)
- 2) Students will need access to a comprehensive Excel program. Office 2010, 2013, 2016 or 365 required
- 3) Access [Smartsims.com](http://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 a company in a competitive environment. The cost of this required simulation is \$48. 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.

**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 and explain commonly used business, financial, and economics terminology.
2. Describe the functional areas of any business organization, utilizing simulation software that illustrates the interdependencies between functional areas.
3. Differentiate between objectives, strategies, tactics, and operations.
4. Describe the components of a business plan including the financial, legal, and administrative procedures involved in starting new business ventures.
5. Prepare a basic business plan. Demonstrate use of Excel in the preparation of charts and graphs commonly used in business plans.
6. Explain the importance of ethics in business. Relate current business news to the ethical considerations that businesses must consider and implement.

**EVALUATING STUDENT LEARNING:**

Description	Points	Percent
Examinations	240	24.0%
Quizzes	150	15.0%
Group Business Plan Project:	225	22.5%
Business Simulation Competition:	225	22.5%
Excel tutorial:	60	6.0%
Ethics writing assignment	50	5.0%
Participation in class	50	5.0%
	<b>TOTAL</b>	<b>100%</b>

**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.

**Students who will not be able to successfully complete this course should withdraw prior to the end of the seventh (7<sup>th</sup>) week of the term to avoid receiving a failing grade.**

**SPECIAL ACCOMMODATIONS:**

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, 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/> )

**EXAMINATIONS (240 points)**

Two midterm exams and a non-comprehensive final exam will be administered during the course. Each exam will consist of 40 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 through 11. The final will cover chapters 12 through 16.

**QUIZZES (15 total, 150 points)**

A quiz will be given on each assigned chapter via Moodle. Quizzes have 20 multiple-choice and/or true-false questions. All registered students have automatic access to Moodle. A missed quiz may not be made up.

**GROUP BUSINESS PLAN PROJECT (3 components, 225 points):**

In the second 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.

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 draft copy of each group's business plan is due on Sunday of Week 9.** 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.

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. Peer evaluations will be completed for this project.

**BUSINESS SIMULATION COMPETITION (225 points)**

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 nine days 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. During this time, your instructor will be monitoring your log-in activity as well as your performance.

On Thursday of Week 2, students will be assigned to teams of 3 or 4, and your company begins competing in the "Multi-player" mode vs. other student-led companies. Your success will be assessed based on your firms ending shareholder value as ranked against each of the other teams. This component is part of the project's grading. Within each group, peer evaluations will be submitted and considered part of the project grading.

**EXCEL TUTORIAL (60 points)**

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 Goodwill Community Foundation (GCF) developed their Excel tutorials (as well as several others) and has made them

publicly available for no charge. **For your free Office 2013 downloads (including Excel), visit: [Office.com/GetOffice365](http://Office.com/GetOffice365)**

Anyone can access and view GCF tutorials at any time with no prior account established, or registration necessary. After accessing the GCF website: <http://www.gcflearnfree.org/> and selecting “Microsoft Office”, a wide range of tutorials organized by version (year) appears. Select and view the tutorials for the version of Excel that you have installed on your computer, or the computer that you borrow.

Students will access three separate “Starting Sheets” and their accompanying “Instructions”. Students will access GCF to view the necessary tutorials for completing each assignment. For those who cannot complete the assignments on their own, additional support is available via the LBCC tutoring center at no cost.

### **ETHICS WRITING ASSIGNMENT (50 points):**

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 word count 800, not including title page or references. The questions should not be listed but rather used as a paragraph heading.**

### **PARTICIPATION IN CLASS (50 points): Ongoing**

Participation in class is assessed by your commitment to attending class and your willingness to take part in class discussions. In-class participation points cannot be made up.

**CLASS SCHEDULE:**

1. Tuesday: Introductions & Course orientation.

Thursday: Chapter 1; in class activity

**Homework: Ethics Discussion Forum; Quiz 1**

2. Tuesday: Chapter 2; Intro to Business Plan, MikesBikes, Excel

Thursday: Chapter 3; MikesBikes group meeting

**Homework: Excel #1; Quiz 2; Quiz 3**

3. Tuesday: Chapter 4; Business Plan group meeting

Thursday: Chapter 5; MikesBikes group meeting

**Homework: MikesBikes rollover entries #1; Quiz 4; Quiz 5**

4. Tuesday: Midterm review; Business Plan group meeting

Thursday: Chapter 6; MikesBikes group meeting

**Homework: MikesBikes rollover entries #2; Quiz 6; MIDTERM (CH 1-5)**

5. Tuesday: Chapter 7; Business Plan group meeting

Thursday: Chapter 9; MikesBikes group meeting

**Homework: MikesBikes rollover entries #3; Quiz 7; Quiz 9; Excel #2**

6. Tuesday: Chapter 10; Business Plan group meeting

Thursday: Chapter 11; MikesBikes group meeting

**Homework: MikesBikes rollover entries #4; Quiz 10; Quiz 11; Excel #3**

7. Tuesday: Midterm review; Business Plan group meeting

Thursday: Chapters 12 & 13; MikesBikes group meeting.

**Homework: MikesBikes rollover entries #5; Quiz 12; Quiz 13; MIDTERM II (CH 6-11)**

8. Tuesday: Chapter 14; Ethics Writing Assignment Overview; Business Plan group meeting

Thursday: Chapter 15 & 16; MikesBikes group meeting

**Homework: MikesBikes rollover entries #6; Quiz 14; Quiz 15; Quiz 16**

9. Tuesday: Business Plan group meeting

Thursday: Business Plan Presentation meeting; MikesBikes group meeting

**Homework: MikesBikes rollover entries #7; Draft Business Plan**

10. Tuesday: Business Plan Presentations  
Thursday: Business Plan Presentations

**Homework: MikesBikes rollover entries #8, MikesBikes Peer Evaluations; Business Plan and Peer evaluations**

MikesBikes final standings announced Finals Week

11. Final Exam – TBD. Final will be on Moodle and cover chapters 12-16.