BA 101 – Business Foundations (3 Credits)

Fall 2018

T TH 2: 30 – 3:50 PM CRN 26671

Instructor: Lee Myers

Email: [myersle@linnbenton.edu](https://d.docs.live.net/bd32dc0895708703/myersle@linnbenton.edu)  Email is the best way to contact me.

Office/Hours: MKH 112 - By Appointment

Required Text: Waymaker Introduction to Business

* Text, on-line quizzes, assignments and discussion questions that are needed for the course are found embedded in your LBCC Course Moodle Page.

1. Access Moodle, LBCC learning management system (LMS.) This can be accessed through the LBCC homepage, top left hand of the screen. Click button that says Moodle and you will be able to log in.
2. Lumen Learning (Waymaker): Purchase an access code from the LBCC bookstore for BA 101A. Follow the instruction provided to gain access to the learning materials. You may take up to two quizzes before the access code is required. You can then have an option to purchase directly through Lumen.
3. Access <http://www.gcflearnfree.org/>. Once on the page, click Topics in the upper left side of the screen, then select “Microsoft Office” for an overview of GCF’s online Excel tutorials. Most computers available at LBCC are Excel 2010. Complete the NO COST tutorial.

# Course Overview:

First course in a two-course sequence. Introduces the various fields and activities of both established and entrepreneurial businesses.  Develops professional skills needed to be successful in modern business and engages in critical reflection around skill sets and career opportunities.

**Credits**

3

**Outcomes**

Upon successful completion of this course, students will be able to:

Explain key business activities and the primary concepts and terms associated with these activities. Describe how business interacts with the external environment and how this interaction impacts both business and the external environment. Describe the financial, legal, and administrative procedures involved in starting new business ventures. Identify ethical issues facing businesses. Explain current business news from the perspective of different business disciplines. Develop a professional presence and engage in professional development. Work collaboratively on a team-based business project using their foundational business knowledge.

Learning Assessments (Percent of Final Grade)

|  |  |
| --- | --- |
| **Assessment** | **Percent** |
| **Quizzes** | 10% |
| **Assignments**  **Salty Paws Case**  **Excel Tutorial - Assignment 1, 2, 3**  **Career Path Assignment** | 20%  10%  10% |
| **Midterm and Final** | 30% |
| **Discussion Post/Class Participation** | 20% |
| **Total** | 100% |

Grading:

|  |  |
| --- | --- |
| A | 90-100% total points |
| B | 80-89% |
| C | 70-79% |
| D | 60-69% |
| F | Below 60% |

Instruction Method:

Instructional time in the classroom will consist of a balance of **theoretical content** (Waymaker, lecture, text review, article reviews), **class discussion and group participation** (real, authentic examples), **written assignments** (cases, forms, and process development) and **quizzes and tests.**

Student Responsibilities:

Each student is accountable for both individual and significant contribution to work group assignments. A student can demonstrate accountability by their attendance, punctual completion of work, and academic integrity of all class assignments (reading, written assignments, quizzes, exams, and the student’s individual contribution to the work group assignments.)

Instructor Responsibilities:

The instructor is accountable for establishing a learning climate that encourages trust, respect, and support. The instructor will deliver theoretical content, synthesize information when needed, and encourage students to explore and apply the content of their learning to current and future workplace settings. The instructor will guide, monitor, and evaluate student progress and will be available for consultation and feedback.

Attendance:

**Attendance Matters!**  Attendance to each class is expected and required. **Students who are unable to successfully complete the course should withdraw in accordance to LBCC policy and dates set forth in the catalog.**

Late Work:

**Deadlines Matter!** All assignments are to be completed and submitted at the date listed. (No late work is accepted as it is difficult to keep pacing in a 10-week session.) Weekly quizzes on the reading are to be completed through Waymaker. You will have one-week time limit and two attempts at the quiz.

**If you have documented and compelling circumstances that prevent you from completing work, it is your responsibility to communicate (email) to the instructor, so arrangements can be made prior to due dates.**

Group Work:

Effective work groups are paramount in the workplace and will be in BA 101. Selection of work groups are important. Sometimes, class work may take a bit longer and the schedule for Work Group Presentations may change. As changes are made, they will be announced in class and posted on Moodle.

College Policies:

LBCC Email and Course Communications

You are responsible for all communications sent via Moodle and to your LBCC email account. You are required to use your LBCC provided email account for all email communications at the College. You may access your LBCC student email account through Student Email and your Moodle account through Moodle.

Disability and Access:

Disability and Access LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodation through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the LBCC CFAR website for steps on how to apply for services or call 541-917-4789.

Statement of Inclusion:

To promote academic excellence and learning environments that encourage multiple perspectives and the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in safe, positive, and nurturing learning environments. LBCC is committed to producing culturally literate individuals capable of interacting, collaborating and problem-solving in an ever-changing community and diverse workforce.

Title IX Reporting Policy:

If you or another student are the victims of any form of sexual misconduct (including dating/domestic violence, stalking, sexual harassment), or any form of gender discrimination, LBCC can assist you. You can [report](https://linnbenton-advocate.symplicity.com/public_report/index.php/pid073717?) a violation of our sexual misconduct policy directly to our Title IX Coordinator. You may also report the issue to a faculty member, who is required to notify the Coordinator, or you may make an appointment to speak confidentially to our Advising and Career Center by calling 541-917-4780.

Public Safety/Campus Security/Emergency Resources:

In an emergency, call 911. Also, call LBCC Campus Security/Public Safety at [541-926-6855](tel:(541)%20926-6855) and [541-917-4440](tel:(541)%20917-4440).

From any LBCC phone, you may alternatively dial extension 411 or 4440. LBCC has a [public safety app](http://lbccpublicsafety.mobapp.at/landing/Desktop) available for free. We encourage people to download it to their cell phones. Public Safety also is the home for LBCC's Lost & Found. They provide escorts for safety when needed. Visit them to learn more.

LBCC Comprehensive Statement of Nondiscrimination:

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, gender, gender identity, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. For further information see Board Policy P1015 in our [Board Policies and Administrative Rules](http://linnbenton.edu/42145BA0-3DCC-11E3-AA36782BCB47BBE7). Title II, IX, & Section 504: Scott Rolen, CC-108, [541-917-4425](tel:(541)%20917-4425); Lynne Cox, T-107B, [541-917-4806](tel:(541)%20917-4806), LBCC, Albany, Oregon. To report: [linnbenton-advocate.symplicity.com/public report](http://linnbenton-advocate.symplicity.com/public_report).

Campus Resources

Remember additional campus resources are available to assist you in as you learn in this class. Please see the LBCC website for addition description of services offered by the LBCC Learning Center and Library.

|  |  |  |  |
| --- | --- | --- | --- |
| **DATE/WEEK** | **TOPICS/Study Plan** | **Quizzes**  **(Submissions Closes**  **11:00 PM)** | **CASE SECTION DUE**  **Submissions Closes 11:00 PM)** |
| **9/24 Week 1** | Succeeding with Waymaker  Role of Business  Global Environment | Role of Business  Global Environment  **Closes 10/2** | CASE: What does a business look like?  **Closes 10/4** |
| **10/1 Week 2** | Legal Environment  Business Ownership | Legal Environment  Business Ownership  **Closes 10/9** | CASE: Wanda’s Business Ownership  CASE: What made Fluffy sick?  **Closes 10/11** |
| **10/8 Week 3** | Economic Environment | Economic Environment  Discussion: Supply and Demand in Your Life  **Closes 10/16** | GROUP CASE: Supply and Demand for Salty Pawz  Excel Assignment #1  **Closes 10/18** |
| **10/15 Week 4** | Business Ethics/Corporate Responsibility  Management | Business Ethics/Corporate Responsibility  Discussion: It’s not stealing if you pay for it, is it?  Management  Discussion: How Great Leaders Inspire Action  **Closes 10/23** | GROUP CASE: What They Don’t Know Won’t Hurt Me  GROUP CASE: One Owner, Many hats  **Closes 10/25** |
| **10/23 Week 5** | Entrepreneurship  Midterm Test | Entrepreneurship  Discussion: Am I an Entrepreneur?  **Closes 10/30** | GROUP CASE: Dear Wanda’s Mom  Excel Assignment #2  **Closes 11/1** |
| **10/30 Week 6** | Marketing Function | Marketing Function  Discussion: Black Friday, Cyber Monday  **Closes 11/6** | GROUP CASE: Customers and Marketing at Salty Pawz  **Closes 11/8** |
| **11/6 Week 7** | Marketing Mix | Marketing Mix  Discussion: Marketing Mix  **Closes 11/13** | GROUP CASE: The Four P’s of Gourmet Dog Treats  Excel Assignment #3  **Closes 11/15** |
| **11/13 Week 8** | Financial Markets and Systems  Accounting and Finance | Financial Markets and Systems  Discussion: Do you Have Change?  Accounting and Finance  Discussion: CPA and Financial Crisis  **Closes 11/20** | GROUP CASE: Show Wanda the money.  GROUP CASE: Bison Are Biting into Wanda’s Break-Even Point  **Closes 11/22** |
| **11/20 Week 9** | Managing Processes  Thanksgiving Holiday | Managing Processes  Discussion: How things are Made.  **Closes 11/27** | GROUP CASE: From Kitchen Baker to Operations Manager  **Closes 11/29** |
| **11/27 Week 10** | Human Resources  Information Technology | Human Resources  Discussion: Interviews, a waste of time?  Information Technology  **Closes 11/29** | GROUP CASE: Policy at Salty Pawz  Assignment: Career Path  **Closes 12/4** |
| **12/4 Final Week** | Comprehensive Final | <https://www.linnbenton.edu/current-students/schedule-and-learn/finals-schedule/> |  |

**Note: Changes to the syllabus or to the content of the syllabus due to unforeseen circumstances may occur. Notices of relevant changes will be announced in class, through a Moodle announcement or through LBCCC email.**