

BA 101: INTRODUCTION TO BUSINESS (CRN 20204)
Linn-Benton Community College - FALL 2016
Six Credits / Meets TRF 8:00 – 9:50 a.m. / IA-231

Instructor: Chris Ruderman

Office: MKH-114

Phone: 541-917-4257

Email: rudermc@linnbenton.edu

OFFICE HOURS:

Mon. & Weds. 1:00 – 1:50 pm

Tue. & Thurs. 2:30 – 3:20 pm

Friday after 10:00 am by appointment

REQUIRED TEXT, INTEGRATED ENROLLMENTS, AND MATERIAL:

- 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 & e-text. Neither of the bundled add-ons are required. You may certainly purchase or rent this text from another source.)
- 2) Students will be complete a comprehensive Excel tutorial (at no cost) via our course Moodle site, and supported by GCF. An orientation of this element will 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 \$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.
- 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 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:	24% (Business Plan Summary = 8%, Group Presentation = 8%, Peer Evaluations = 8%)
Business Simulation Competition:	24% (Shareholder Value = 16%, Peer Evaluations = 8%)
Excel tutorial:	6%
Ethics writing assignment	3%
Participation in class	<u>5%</u> (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 8% of your final grade for the Business Plan Project, and 12% of your grade for MikesBikes, 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, 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/>)

COURSE PROGRESSION & IMPORTANT DATES: (All Quizzes due by 7:00 am)

1. Tuesday 09/27: Course orientation & introductions. Thursday 09/29: Chapter 1 – (Quiz due 10/04)
Friday 09/30: MikesBikes – Single Player Practice
2. Tuesday 10/04: Chapter 2 – (Quiz due 10/06) Thursday 10/06: Chapter 3 – (Quiz due 10/11)
Friday 11/07: MikesBikes, entries for rollover #1 due by 11:59 pm.
Excel Assignment #1 emailed to Ruderman by 5:00 pm.
3. Tuesday 10/11: Chapter 4 – (Quiz due 10/11) Thursday 10/13: Chapter 5 – (Quiz due **10/17**)
Friday 10/14: MikesBikes, entries for rollover #2 due by 11:59 pm
4. **Tues. 10/18: Midterm Exam. I**, resume group work Thursday 10/20: Chapter 6 – (Quiz due 10/25)
Friday 10/21: MikesBikes, entries for rollover #3 due by 11:59 pm
Excel Assignment #2 emailed to Ruderman by 5:00 pm.
5. Tuesday 10/25: Chapter 7 – (Quiz due 10/27) Thursday 10/27: Chapter 9 – (Quiz due 11/01)
Friday 10/28: MikesBikes, entries for rollover #4 due by 11:59 pm.
6. Tuesday 11/01: Chapter 10 – (Quiz due 11/03) Thursday 11/03: Chapter 11– (Quiz due **11/07**)
Friday 05/06: MikesBikes, entries for rollover #5 due by 11:59 pm
Excel Assignment #3 emailed to Ruderman by 5:00 pm.
7. **Tues. 11/08: Midterm Exam. II**, resume group work Thursday 11/10: Chapters 12 & 13 – (Quiz due 11/15).
MikesBikes, entries for rollover #6 due by 11:59 pm on Monday 11/14.
Friday 11/12: Veteran’s Day Holiday – No Class.
8. Tuesday 11/15: Chapter 14 – (Quiz due 11/17) Thursday 11/17: Chapter 15 – (Quiz due 11/22)
Friday 11/18: MikesBikes, entries for rollover #7 due by 11:59 pm.
9. Tuesday 11/22: Chapter 16 – (Quiz due **11/23**) Thurs 11/24 & Fri. 11/25: TG Holiday, No Class
MikesBikes, entries for rollover #8 due by Monday 11:59 pm.
10. Tuesday 11/29: MikesBikes final standings announced; peer evaluations. Presentation rehearsals.
Thursday 12/01: Business Plan Presentations and peer evaluations
Friday 12/02: Business Plan Presentations and peer evaluations.

Tuesday 12/06: Final exam; 7:30 to 8:20 a.m. in IA231

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 webpage, select “log 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 8% ea. = 24%):

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 at the start of class on Tuesday of Week 10.** 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 8% 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 24% available, up to 8% 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 8% will be awarded to each group member via **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 (2 components: 16% for Shareholder Value + 8% for peer evaluation ea. = 24% total) - Concludes Monday 11/28/16 at 11:59 pm

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. At the end 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. Every effort will be made by your instructor to create balanced teams, based on each class member’s performance during the single-player period. Your success will be assessed on the basis of your firms ending shareholder value, (at the end of Week 9) as ranked against each of the other teams. This component is worth 16% of your grade. Within each group, up to 8% will be awarded to each group member via **peer evaluations** prepared by the members of each respective leadership team. Peer evaluations will be prepared and submitted to the Instructor anonymously immediately following your eighth (final) rollover. The authorship of all peer evaluations will remain confidential. Similar to the Group Business Plan Project, perfect attendance and full participation by each student will be an important determinant of your success.

EXCEL ASSIGNMENTS (3 x 2% ea. = 6%) - Due dates: 10/07, 10/24, & 11/04 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 with no prior account established or registration necessary. For a free Office 2016 downloads, visit: Office.com/GetOffice365

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 rudermc@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 assessed a -2% deduction.** **IMPORTANT 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 (3%): Due by Tuesday 11/15/16 at the start of class

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%): Ongoing

“Participation in class” is assessed by your willingness to take part in class discussions (contributing your perspectives from case study handouts; 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. Additionally, a sixth absence shall result in an automatic course grade of “F” for material non-participation.**

“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. If we reach a day where there are no volunteer presenters, a schedule will be prepared, randomly assigning the remaining students to specific dates for presentation. **The maximum credit will be reduced to 1% for those who do not make their “Business News” presentation on a voluntary basis, and wait to be assigned.**
- 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 news article with you rather than trying to report from memory.

Other class participation points: (3% of total)

- Any question response following case studies or comment provided during lectures qualifies for 1% credit, up to a maximum of 3% for this element of the course.