**BA 101: INTRODUCTION TO BUSINESS**

**Winter 2015 Online**

**CRN 30065**

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| **Instructor:** |  | Ian Priestman |
| **Phone:** |  | 541-917-4261 (LB main campus) |
| **Email:** |  | [priesti@linnbenton.edu](mailto:priesti@linnbenton.edu) |
| **Office:** |  | MKH-119 |
| **Office Hours:** |  | Mon 1-2pm, 4-4:30pm, Tues 2:30-4:30pm, Wed 1:30-2pm |

**Availability**

I will attempt to respond to emails within a 24 hour period during the week.  E-mail sent during the weekend may be responded to each Monday.

**Course Description**

Provides a general survey into the functional and interdependent areas of business including management, marketing, accounting, finance and management information systems. Includes business trends, operation and management of a business, ethical challenges, change, global perspectives and the dynamic roles of management and staff. Incorporates aspects of team interaction and continuous process improvement. Provides the opportunity to explore the internet and information technology relating to business operations

**Course Outcomes**:

Upon completion of the course with a “C” or better, the student should be able to

1)        Recognize the functional areas of a business

2)        Understand business terminology

3)        Evaluate the external business environment.

4)        Demonstrate good practices in relation to team working

5)        The importance of quality in business

6)        Identify appropriate sources of business information

**Method of Instruction:** Uses Moodle course software.

 No orientation. This course is entirely online. Please note: Online courses are not a short cut to study. To maximise your chance of a good grade, you should be self disciplined with minimal distractions and allocate approximately 12 hours per week to this course.

**Text:**Business Essentials Ebert and Griffin. Edition: 10th: ISBN-13: 978-0133454420. Publisher: Pearson.

**Methods of Evaluation**

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| --- | --- |
| Quizzes | **40%** |
| Weekly discussion of the business news | **30%** |
| Term Paper  Responses to term paper of others  Group case study  Peer Group Assessment | **8%**  **2%**  **10%**  **10%** |
| **Total** | **100%** |
|  |  |

**Grading:**

**A =  90+%,  B=80 - 90%,  C=70  - 80%,  D=60 - 70%,   F=<60%**

Grades are not ‘given’. Grades are earned by complying with the grading methods above. Each student’s score at the end of the course determines exactly ‘where one lands’ in the grading scale above. No makeups or extra credit

An incomplete grade can only be given by negotiation and with 70 % of the course work submitted.

Please ensure that you download the syllabus, dates and information for quizzes as well as additional information on the moodle website.  Please ensure that you have the appropriate equipment to perform in this class.  Regretfully, I cannot take responsibility for student computer problems.Online courses require self discipline and are not a short cut to study.

**Term Paper**

The term paper will be posted to Moodle on the discussion board entitled ‘Term paper’

All papers need to be spell checked.  It is critical that all work is professionally presented.  This means no text message writing such as incomplete sentences, proper pronouns/nouns not capitalized and run together sentences.  You have free writing help at the writing desk and they may even will help you online.

Please do not use attachments for your term paper. Post directly into the discussion message box.

**Grading template for term paper**

**An “A” paper                90-100 points**

All issues are clearly addressed.  The paper includes the student’s own analysis of the topic using class material and at least 2 research sources (other than the course text) that are appropriately cited. The paper is neat, in proper format and grammatically correct.   
Maximum word count utilized (1500 words +)

**“B” paper                80-89 points**

Most issues are addressed.  Analysis is good but limited; lacks the integration necessary in an “A” paper.  Contains no more than four spelling and/or grammatical errors.  One research source cited (other than the course text) correctly cited or two research sources incorrectly cited   
Word count between 1250 - 1500 words)

**“C” paper                70-79 points**

Some  issues are addressed, but with minimal thought and analysis. Between five and seven grammar and spelling errors. One research source incorrectly cited. Word count  1000 - 1250 words

**“D” paper                60-69 points**

Student fails to address relative issues and/or paper contains in excess of seven spelling and/or  grammar errors. Below minimum word count (1000 words). No research evident

**\*\*\*It is my policy that I DO NOT accept assignments that are late except without   
PRIOR arrangements with the instructor\*\*\* No make ups**

**Quizzes**

There will be chapter quizzes for you to take online using our course software: Moodle. Here is a link to assist you with Moodle software:

http://elearning.linnbenton.edu/mod/page/view.php?id=103290

You will have one week to take the quizzes.  These quizzes are designed as a learning tool and not just to determine your grade. Please ensure that you take note of the dates for I am not able to reopen quizzes for you if you miss them.  Also, starting in week 3, there are several weeks in which you will have two chapters to study due to the amount of work that needs to be covered during the term. The quizzes will be 40% of the total points for this class irrespective of how many quizzes we get through by the end of the course. **Please note that once you open the quiz, you are not able to close it and go back later.  You need to be prepared to take the quiz once you open it.  The quizzes consist of between 20 - 25 multiple choice questions and a time frame of 60 minutes. Make sure you are well read on the chapter and/or consulted the online lecture as you will not have the time to keep looking for answers in the text.**

**Business News**

The Business News will be in a discussion type format on Moodle. The weekly discussion opens each Monday and closes Sunday at midnight. You will not be able to post outside of the times. There are no exceptions unless Moodle is offline as verified by the Moodle administrator.

**Please: No Attachments**

Here is how the Business News discussion works:

**From Monday to Thursday of each week**, you should  send a ‘**main’**discussion posting to the weekly news forum of our Moodle course site. The posting should  summarize a **business news** story of your choice from the current week.

Each ‘**main’ discussion**posting carries 16.66 points. You can find business news articles to summarize in newspapers or magazines e.g Albany Democrat Herald, Gazette Times, USA Today, etc. Online sources could include BBC, Yahoo, Wall Street Journal etc.

**Friday to Sunday of each week**, you should then respond to two or more postings of others students by Sunday at midnight. Each response is worth 8.33 points.

**Word count**:  To be considered for a Grade A: 400+ words; Grade B: 300 - 400 words; Grade C: 200 - 300; Grade D: Less than  200 words.

Your news posting should contain **the following headings:**

1. **THE NEWS HEADLINE**in the title box

2. **SUMMARY OF THE ARTICLE**: **(No more than 100 words)** This summary does not earn points, but it gives the reader of your post some context so that they may respond to your post.

3. **MY OPINION:**This is where points are earned.

4. **“HOW/WHY THE ARTICLE IS ABOUT BUSINESS”** Points are earned here too.

5. **“CONCEPTS DISCUSSED IN THE TEXT THAT ARE RELEVANT”**: ***If you do not include this section, you can only earn half credit, maximum***. Here is where the main learning occurs and points earned. **Make sure not to mention the chapter where the concept can be found**. I need evidence to show you are reading the chapter ***contents*** and not just the chapter title. **Mention the concepts by name and tell me why the concepts are relevant.**

**In addition,** you should **respond**to 2 other student’s news stories, diplomatically discussing points of interest and agreement/disagreement. Be sure to state why you agree or disagree. Responses should be about business **and be over 100 words**. Each response carries 2.5 points and **should be posted by Sunday midnight of each week at the latest.**

**All work will be checked for grammar and plagiarism. You therefore need to write in your own words and grammar/spell check your work.**This means no text message writing such as incomplete sentences, proper pronouns/nouns not capitalized and run together sentences.  You have free writing help at the writing desk and they even will help you online.

It is critical that all work is professional

**Virtual Teamwork (100 points)**

In week 9 you are asked to submit a **team** response to a case study. Everyone in the team must participate in the preparation and delivery of the work.  Documentation should be kept of group rules and meetings etc in case it is necessary to request a team member be replaced.

**How to work virtually in a team is increasingly becoming a 21st century business skill. You probably will experience some frustrations and problems along the way to delivering a completed assignment - the main objective of any group/team assignment.To this end you may have to develop contingencies including plans in case a member does not deliver.  Learning to overcome team problems is part of the learning process. You will get the opportunity to give credit to other team members where you think it is due in the peer group assessment.**

**Peer Assessment**: **(100 points)**

Points are  awarded to each virtual team  member by each member in accordance with their effort and commitment to the virtual team project. The peer assessment is a confidential process.

Any questions? Please post to the FAQ discussion board on our class home page. Please Email me at p[riesti@linnbenton.edu](mailto:Priesti@linnbenton.edu) **with personal questions only.** Many thanks

**Note:**

By signing up for this class, the student is agreeing to manage their own learning. Part of this responsibility includes being available during the term. If you cannot access a computer for long periods of time, it is your responsibility to be become aware of any homework assignments, announcements, handouts and note taking.

**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/](http://www.google.com/url?q=http%3A%2F%2Fpo.linnbenton.edu%2FBPsandARs%2F&sa=D&sntz=1&usg=AFQjCNEy-51tsQAo5szFHfemRi5XeOG6fg) )

The college is committed to fostering a learning environment characterized by excellence in instruction and best practices in disability accommodation.  We comply with local, state and federal law regarding students with disabilities, including Section 504 of the Rehabilitation Act and the Americans with Disabilities Act (ADA).  The law requires that no qualified student may be discriminated against based on disability and every student with a disability must be provided reasonable accommodations and an opportunity to participate fully in all activities and programs  for which they are qualified with or without accommodation