

BA 101: INTRODUCTION TO BUSINESS

Spring 2015 CRN 45563

Monday & Wednesdays 9:30am -11:20am Benton Center 244

Instructor: Betsy Rock

Email: rockb@linnbenton.edu – Please contact me through email rather than by phone.

Phone: 541 917 4267 x6

Office hours: BC 244 9-9:30am Monday and Wednesday

MKH 112; Monday 2:00 – 2:50pm (At the Albany Campus)

Other days/times by appointment.

Required text: *Business Essentials 10th Edition*. Ebert and Griffith. Pearson 2015. ISBN 978-0-13-345442-0. Print or eText with Pearson [MyLab access code](#). MyLab course ID: rock38627.

Approximately a quarter of the work in this course will be done through MyLab and it is important for students to enroll in this feature as soon as possible. Class announcements are also sent via email from MyLab. A two-week free trial is available for those students waiting for financial aid payments.

Course objective: This course provides a general survey of the functional and interdependent areas of business management, marketing, accounting and finance, and management information systems. This includes: business trends, operation and management of a business, ethical challenges, environmental responsibility, change, global perspectives and the dynamic roles of management and staff. It incorporates aspects of team interaction and continuous process improvement and provides the opportunity to explore the Internet and information technology relating to business operations.

Course grades:

Students receive a letter grade based on the total points they earn during the term.

The grading scale is:

A = 90 -100% of points

B = 80 – 89% of points

C = 70 – 79% of points

D = 60 – 69% of points

F = 0 – 59% of points

Opportunities for earning points are:

Exam 1	75
Exam 2	75
Business Plan Project	100
Online homework	100
Essay assignment	25
In-class activities	50
Class participation	25
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As a business student you expected to track your own course grades. Grades are not available through Moodle.

EXPLANATION OF GRADED WORK

Exams:

Two exams are scheduled. Exams questions are multiple choice, matching and/or short answer essay. If you cannot take an exam on the scheduled date you must notify me in advance so alternate arrangements can be made. You must have compelling and documented circumstances, in order to be eligible, at my discretion, to make-up a missed exam.

Business Plan project:

An important component of this course is developing and presenting a business plan. Students are assigned to groups, and develop and present their plan as a group. This activity gives you the opportunity to pull the various elements of business together on one project. It also gives you experience working as a team member, and making a public presentation. Classroom time is provided to work on this project, and attending on those days earns you points toward your final business plan score. More detailed information on this project is provided in class.

Essay:

Writing an essay gives you the chance to explore a topic of current business interest not covered in your text. You need to do additional research outside of class for this assignment. As in any business document, proper spelling, grammar, and punctuation are important, and are a factor in grading. This essay must be type-written (one to two pages), printed and submitted in class on the due date. Written assignments turned in electronically or after their due date receive a point deduction of 25%. You have two options for completing this assignment:

Essay Option 1: Social Responsibility in Business Today

Research and report on the socially responsible activities of a for-profit organization. Use, and cite, at least two sources for your information.

Essay Option 2: Why Businesses Fail

Identify a business (or branches of a business) that closed within the past two years. Analyze why the closure happened, and indicate what might have been done to save the business.

Online homework:

Homework is completed online through Pearson MyLab. Most chapters (assigned reading) have an accompanying homework assignment which is due **before** the class discussion or lecture for that day. Due dates and times for homework are posted online. Assignments are worth 10 points each, based on completion at 60% or more. *It is essential to promptly notify the instructor if you experience problems with MyLab access at any point.*

In-class activities:

A number of in-class activities are also graded. An example of an in-class activity is answering a set of in of chapter questions. In-class activities are not announced in advance. A missed in-class activity may not be made up.

Class participation:

Students should attend class regularly and actively contribute to class activities and discussions. Each student's completion of assignments (including MyBizLab assignments), contribution to his/her group business plan and group peer grade is also considered when awarding class participation points at the end of the term.

IMPORTANT INFORMATION

Academic integrity:

Students are expected to follow LBCC policies regarding academic integrity as articulated in the Students' Rights Responsibilities and Conduct Policy (<http://www.linnbenton.edu/current-students/administration-information/policies/students-rights-responsibilities-and-conduct>). Students found to be involved in academic dishonesty will receive an F (failing grade) in this course.

Accommodations:

Students who may need accommodations due to documented disabilities, or who have medical information which the instructor should know, or who need special arrangements in an emergency, should speak with the instructor during the first week of class. If you think you may need accommodation services, please contact Center for Accessibility Resources, 917-4789.

Class announcements: Class announcements are sent out through MyLab. It is important to sign-on to MyLab as soon as possible, and to retain an active account, in order to receive up-to-date class information.

Classroom etiquette:

Please be respectful of your fellow students and your instructor, and refrain from activities that detract from the learning environment. Electronic devices must be in silent mode, and should not be used without approval of the instructor.

Contacting you instructor:

If you need to contact me outside of class time please use your LBCC email account (@mail.linnbenton.edu) to contact me at my LBCC account (rockb@linnbenton.edu).

Nondiscrimination Policy:

LBCC maintains a policy of nondiscrimination and equal opportunity in employment and admissions, without regard to race, color, sex, marital and/or parental status, religion, national origin, age, mental or physical disability, Vietnam era, or veteran status.
(See Administrative Rule No. E029 and Board Policy Series No. 6090.)

Stuff happens...

This syllabus is a guide, not a contract. Class schedule (topics covered) and assignments are subject to change as adjustments are made to facilitate your successful introduction to business. Any changes made will be announced in class

BA 101 Spring 2015 Schedule

Week	Date	Chapter/Chapter Title	Assignment due or BP workdays	Assignments due online	In-class?
1	Mar 30	1 The U.S. Business Environment		supply and demand simulation	
	Apr 1	16 Understanding Money and the Role of Banking		Bancfirst video	
2	Apr 6	2 Understanding Business Ethics and Social Responsibility		Jones Soda video	
	Apr 8	3 Entrepreneurship, New Ventures, and Business Ownership		(optional: bait business simulation)	
3	Apr 13	4 Understanding the Global Context of Business	Business Plan workday #1	Mini Copper video	
	Apr 15	5 Managing the Business	Essay option #1	plan for success simulation	
4	Apr 20	6 Organizing the Business		(optional: chapter 6 warm-up)	
	Apr 22	7 Operations Mgmt and Quality for Producing Goods and Services	Business Plan workday #2	Improving a business simulation	
5	Apr 27	EXAM 1			
	Apr 30	8 Employee Behavior & Motivation; 9 Leadership & Decision Making		Whole Foods video	
6	May 4	10 Human Resource Management and Labor Relations	Business Plan workday #3	Patagonia video	
	May 6	11 Marketing Processes and Consumer Behavior		product development simulation	
7	May 11	12 Developing and Pricing Products	Essay option #2	pricing strategies simulation	
	May 13	13 Distributing and Promoting Products	Business Plan workday #4	(optional: chapter 13 warm-up)	
8	May 18	15 The Role of Accountants and Accounting Information		POPS financial video	
	May 20	14 Information Technology for Business	Business Plan workday #5	tech direction simulation	
9	May 25	NO CLASS			
	May 27	Business Plan project final work day	Printed copy of business plan due; Final day to submit late assignments		
10	Jun 1	Presentations - attendance mandatory	BUSINESS PLAN PRESENTATIONS		
	Jun 3	Presentations - attendance mandatory	BUSINESS PLAN PRESENTATIONS		
11	June 8	Final Exam 10:00am -11:50am	EXAM 2		