

BA 101 INTRODUCTION TO BUSINESS
Winter 2018: Syllabus.
CRN: 30064

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Classroom: IA223
Class Hours: M/W/F 2 - 3:50 pm

Office Hours: Tues 12 - 4:00 pm. or one hour by appointment. Please see me if you are having problems with the class. If I do not see you during office hours I will assume everything is okay by you! Please do not see me at the end of the course when it might be too late to address your problem

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

Or in plain English, this course will teach you:

- What all those complicated words they use on the business news actually mean?
- How clever you actually need to be to manage a business ?
- How lucky you need to be to own a successful business ?
- Why there are so many foreign products around and where they all come from?
- Why your pay does not buy as much ‘stuff’ as it used to ?
- Why people become unemployed ?
- How some businesses ‘get away with murder’ while others are really quite nice?
- What managers do (or what they should do) ?
- What marketing is all about ?

And if you already know all this, then have all your answers questioned here on this course!

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

Skill Objectives:

At the end of this course, students will be able to demonstrate:

- 1) Responsibility for their own learning
- 2) Working to deadlines

- 3) An ability to work effectively in groups to deliver a completed project
- 4) The use of technology
- 5) Communication in a variety of styles
- 6) Creativity

Text:

Business Essentials Ebert and Griffin. Edition: 11th: Publisher: Pearson.

Tentative Assessment Methods :

Online Quizzes	35%
Midterm	10
Participation points	5
Presentation	5
Peer group assessment	5
News	5
Final (Term Paper)	10
Excel (Mandatory). Absolute Deadline 3/7/17	10
MikesBikes Simulation	15
TOTAL (Tentative)	100%

Grading: A = 90-100%, B = 80-89.5 %, C = 70-79.5 %, D = 60-69.5 %, Fail = below 60%
 Grades are not ‘given’. Grades are earned and determines ‘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.

Teaching Methods: Although this is a classroom based course, there is an online component through LBCC’s moodle software, online business simulations and MicroSoft Excel tuition.

“Tell me and I forget. Teach me and I remember. Engage me and I learn” - Chinese proverb

I use a variety of instructional methods to attempt engagement and meet a range of student’s learning styles. These methods include lecture, discussion, team activities, case studies, and videos. It will be expected for you to use these videos at home to prepare for the quizzes and allow us to have fun in class.

As employers request that our graduates have the skills to work in groups there will be group work in this class.

1) Online Quizzes (35%) (Course outcomes 1 - 3)

- 1.1 As your homework assignment, most weeks you will be expected to complete an open book, online quiz.
- 1.2 You have 60 minutes within one week to complete each quiz after it becomes live. It is important that you familiarize yourself with the chapter contents before attempting the quiz as there is little time to look up answers in the text. As the

quizzes are partly an exercise in completing work to deadlines, there are no late submissions under any circumstances (unless there is a problem with the quiz software (moodle) that can be verified by the LBCC moodle administrator. My advice is to complete the quiz earlier rather than later in the week when family or computer problems may arise unexpectedly.

- 1.3 The web site for testing is called Moodle.
- 1.4 At any time during the course, if you want to know whether there is a quiz currently on line, go on the course website on Moodle and under 'Announcements' you will see which quizzes are currently open and also when the quizzes close.

2) The Mid Term (10%)

- 2.1 This is a closed book, multiple choice examination and will be over the chapters assigned during the review.
- 2.2 If you are unable to make it to the midterm please notify me beforehand and we can reschedule another test for you. Students cannot take the midterm if they do not notify me of their absence ahead of time.

3) Presentations and Peer Group Assessment (10%) (Course outcomes 4-6)

- 3.1 During the course you are asked to give a **group** presentation.
- 3.2 Every student must participate in the preparation and delivery of the presentation.
- 3.3 One printed copy of the presentation per group should be given to me before the presentation.
- 3.4 Each presentation will be a minimum of 10 and a maximum of 20 minutes. I will be forming the groups for the presentations around week 3.
- 3.5 It is your responsibility to manage your role in the group process.
- 3.6 Documentation should be kept of group rules and meetings etc in case it is necessary to carry out disciplinary action against a member.
- 3.7 From the 200 points available:
 - 100 points will be awarded by the instructor in accordance with criteria agreed in class
 - Within each group, 100 points will be awarded to each group member by each group member by secret ballot.
- 3.8 If a student misses the presentation without notifying me before hand, then there

can be no makeup. If you cannot make the presentation, then notify me ahead of time and we can reschedule your part.

4) The Business News (5%) Course outcome 6

The educational objectives of this activity is to ensure that students are tracking the news as it pertains to business. Please be mindful of this objective. My aim is not to trick you by asking you to present if you do not have any business news to share with the class. My objective is not to inconvenience you by requiring you to bring news every week. The bottom line is, no news means not prepared, means no credit. Here is the procedure

- 4.1 At each class, I will ask several students **at random** to present ‘The Business News’
- 4.2 You can expect to be chosen twice during the duration of the course. Each presentation of the news carries 2.5 % towards your end of course grade.
- 4.3 If you do not have any news to present, say “pass”. You must however forfeit the points available for presenting the business news on that day. There can be no make-up.
- 4.4 When you are chosen I want you to tell the class (from where you are seated) about some news from the world of business from the **current or previous week’s headlines**.
- 4.5 You must bring the business news article to class to get credit
- 4.6 Your news should last between **1 - 2 minutes**.
- 4.7 Familiarize yourself with your news article before class because the news should be **presented not read**.

5) Final: (10%) (Course outcomes 1-6)

- 5.1 Tentative: Write a paper entitled “What I learned in the BA101 class.”
Your learning should cover the outcomes listed in the syllabus.
- 5.2 The paper should be posted onto moodle for student comments.
- 5.3 Students should post also post four comments on other student’s papers
- 5.4 Presentation is important so make sure to have your work proofread. In pursuit of excellence, I will deduct points for incorrect grammar.
- 5.5 In your postings, I am not particularly interested in textbook definitions. You can use your textbook if you like but I do not want to read things quoted from the text like – “I learned what exports are. Exports are (text book definition.....) “
Instead, try a more general focus on what you have learned and how you will use the knowledge. Imagine a friend asking you what you have learned in BA 101.

Always explain why and how you have benefited/ did not benefit as a result of your learning

Here are some things you might consider writing about:

1. Working in Groups: How have you developed as a result of working in groups in our class – not just for the presentation but the other occasions that I have used groups in class?
2. How has looking for news articles affected you? Which articles presented in class were of interest and why?
3. Do you have any business plans and ambitions relating to the chapters of the text under discussion?
4. What have you learned about business in general?
5. What have you learned about interacting with other students?

I will be especially interested in how you will you put this learning into practice in the future. There are no RIGHT answers that I am looking for, only evidence of your learning. I will be expecting good grammar and for you to use the available page length to score points.

6) Participation Points (5%) (Course outcome 4)

- 6.1 During the term I will be giving the opportunity for each student to earn participation points. The points will be earned for contributing to the class by participating in class e.g. role plays, activities, and discussions etc.
- 6.2 You will need to be present at roll call and at the end of class in order to qualify. Participation points cannot be earned if the student is not in attendance, leaves early or repeatedly using their cell phone in class.
- 6.3 **Note:** When I calculate grades at the end of term, the participation points often make the difference between grades. In other words, you will need to be in class to get the points from these quizzes to maximize the possibility of earning a good grade.

7) Excell 10%

There is a mandatory requirement to learn MicroSoft Excel spreadsheets in this class. The learning is supplied by GCF learnfree organization. It is the student's responsibility to sign up and manage the completion of these online classes. Support and tuition is provided online by GCF.

See **How to Sign up for free Excel tuition** in our class Moodle page

For the full 10 percentage points (approx 100 points), you will need to complete by 2/22. With a 5% deduction, (approx 50 points) you should complete by 2/29. absolute deadline is 3/7 at

23:59pm

A student may be asked to demonstrate to me how they completed their Excell assignment. This is to reduce the chance of collusion on the assignment

8) MikesBikes Simulation (15%)

This is an online business simulation where your team will have the opportunity to run your own bicycle manufacturing company. We will go over the requirements during the first week of winter term. There is a fee of \$48 payable to the authors of the simulation (Smartsims). As LBCC only teaches ethical business practices, one cannot receive a grade for this class unless they settle their account with Smartsims. You should plan to work on the simulation, most Fridays, for the **entire duration** of the Friday class.

How to gain participation points from Mike's Bikes

Cell phones remain out of sight.

Be present for the entire Friday session.

Students present but not participating will also have participation points subtracted.

Mike's Bikes is such a large program, one cannot have 'finished'. Further experimentation is always possible.

This activity will be peer assessed. If you have registered for this class, you will shortly receive instructions from Smartsims on how to proceed.

General:

By signing up for this class, the student is agreeing to manage their own learning. Part of this responsibility is attending during class times. If you cannot be in class on a certain day, it is the student's responsibility to keep on top of any homework assignments, announcements, handouts and note taking. I do not need to be informed of any absences.

Please, no texting in the classroom. Thank you for being respectful of our learning environment.

If arriving to class late, please remember that one's entrance is likely to disturb the concentration and listening of others. Please attempt to arrive on time.

Summary: How to be successful in my class

Come to class regularly

Arrive and leave on time

Do the homework to deadline, (earlier rather than later)

Be a good group member

Don't be a 'check in' student - to be discussed in class

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

Sorry all this sounds a bit formal but we must establish the ground rules before we proceed. Always remember that I'm on your side. **I'm always available during office hours to discuss anything that you do not understand. I do not care how many times you ask the same question or ask for help.**

