

## BA 101: INTRODUCTION TO BUSINESS

Winter 2015 CRN 31256

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

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**Instructor:** Betsy Rock

Email: rockb@linnbenton.edu

Phone: 541 917 4267 x6

Office hours: At the Albany Campus - MKH 112; Tuesday 2:30 – 3:30pm  
Other days/times by appointment.

**Required text:** *Business Essentials 10e*. Ebert and Griffith. Pearson 2015. Print or eText; with MyBizLab access code. Approximately a quarter of the work in this course will be done through MyBizLab and it is important for students to enroll in this feature as soon as possible.

**Course objective:** The primary objective of this course is to give students an understanding of basic business principles. Business ethics, global business, entrepreneurship, management, marketing, information technology, and financial management will be discussed.

### Course grades:

Students will earn a letter grade based on the total points they receive 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	50
Business Plan Project	100
Online homework	60
Online writing assignments	40
Essay assignment	30
In-class activities	45
Class participation	25
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As a business student you expected to track your own course grades. Grades will not be available through Moodle.

### Exams:

Exams questions will be multiple choice, matching and short answer essay. If you cannot take an exam on the scheduled date you must notify me in advance so alternative 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 will be developing and presenting a business plan. Students will be assigned to groups, and will 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 will be provided to work on this project, and attending on those days will earn you points toward your final business plan score. More detailed information on this project will be provided in class.

**On-line homework:**

A discussion question, to be taken online through MyBizLab.com, will be assigned for most chapters. These discussion questions are to be completed by 8:00am on the date due. Unfortunately these discussion questions are not listed on the MyBizLab assignment list, so it is important to refer to this syllabus for the due date. A missed discussion question may not be made up. However, to accommodate illnesses, computer crashes, family emergencies and the like – the two lowest scores will be dropped.

**On-line writing assignments:**

Four short writing assignments will be completed on MyBizLab. You should be able to complete these assignments using information found in your text and your own knowledge. If additional research is needed it will be minimal. As in any business document, proper spelling, grammar, and punctuation are important, and will be a factor in grading.

**Essay:**

The essay will give you the chance to explore a topic of current business interest not covered in your text. You will need to do additional research outside of class for this assignment. 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 will receive a point deduction of 25%. You have two options for completing this assignment:

**Essay Option 1: What's Up with B Corps?**

Base your essay on the class discussion of B Corps, and your own research. You may generalize your essay, or focus on one particular organization.

Essay Option 2: A topic of current interest – to be determined by instructor. The topic for this essay will not be announced until after Exam 1.

**In-class activities:**

A number of in-class activities will also be graded. An example of an in-class activity would be answering a set of questions such as those found at the end of the text chapters. In-class activities will not be announced in advance. A missed in-class activity may not be made up.

**Class participation:**

Students are expected to regularly attend class and actively contribute to class activities and discussions. Student completion of assignments (including MyBizLab assignments), contribution to group business plan and group peer grade will also be considered when awarding class participation points at the end of the term.

**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>). You will receive an F (failing grade) in this course if you are found to be involved in academic dishonesty.

**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.

**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.

**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 Winter 2014 Schedule

Week	Date	Chapter/Chapter Title	Assignment due or graded class activity	Assignments due: MyLab EOC questions
1	5-Jan	1 The U.S. Business Environment		
	7-Jan	2 Understanding Business Ethics and Social Responsibility		
2	12-Jan	3 Entrepreneurship, New Ventures, and Business Ownership		D 1-5; D 2-7; D 3-7
	14-Jan	4 Understanding the Global Context of Business	Business Plan work day	D 4-7; W 4-45
3	19-Jan	<b>No class</b>		
	21-Jan	5 Managing the Business	Due: B- Corps Essay	D 5-7; W 5-38
4	26-Jan	6 Organizing the Business		D 6-5
	28-Jan	7 Operations Mgmt and Quality for Producing Goods and Services	Business Plan work day	D 7-5; W 7-46
5	2-Feb	8, 9 Employee Behavior & Motivation; Leadership & Decision Making		D 9-8
	4-Feb	10 Human Resource Management and Labor Relations	Business Plan work day	D 10-8; MGMT 8
6	9-Feb	<b>Exam</b>	<b>EXAM 1</b>	
	11-Feb	11, 12 Marketing Processes and Consumer Behavior; Developing and Pricing Products		D 11-6; MKTG 11
7	16-Feb	<b>No class</b>		
	18-Feb	13 Distributing and Promoting Products;	Business Plan work day	D13-8
8	23-Feb	14 Information Technology for Business	Due: Current Event Essay	D 14-7
	25-Feb	15 The Role of Accountants and Accounting Information	Business Plan work day	D 15-1
9	2-Mar	16 Understanding Money and the Role of Banking		D 16-6
	4-Mar	Business Plan project final work day	<b>Printed copy of business plan due</b>	
10	9-Mar	<b>Presentations</b> - attendance mandatory	<b>BUSINESS PLAN PRESENTATIONS</b>	
	11-Mar	<b>Presentations</b> - attendance mandatory	<b>BUSINESS PLAN PRESENTATIONS</b>	
11	16-Mar	<b>Final Exam 10:00am -11:50am</b>	<b>EXAM 2</b>	