

BA 101: INTRODUCTION TO BUSINESS (CRN 42266)
Linn-Benton Community College - SPRING 2015
Four Credits / Meets TR 1:00 – 2:50 p.m. / IA-231

Instructor: Chris Ruderman

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OFFICE HOURS:

M/W: 1:30 – 2:30 p.m.

T/R: 12:00 – 1:00 p.m.

Friday: by appointment

REQUIRED TEXT & SCANTRON ANSWER SHEETS:

Business Essentials, 10th Edition by Ronald Ebert and Ricky Griffin; published by Pearson.

3 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 demonstrate:

- 1) an awareness of the steps involved in creating a new business,
- 2) an understanding of the major forms of business ownership,
- 3) knowledge of the inner workings of a business (related to management, marketing, production, accounting and finance),
- 4) an awareness of the importance of understanding a company’s culture and proper business protocol,
- 5) an understanding of business language, and
- 6) an awareness of the external environment in which businesses operate.

METHODS FOR EVALUATING STUDENT LEARNING:

	% of Final Grade:
Examinations	39% (3 x 13% each)
Group presentations	25% (Business Plan Summary = 9%, Group Presentation = 8%, Peer Evaluations = 8%)
Quizzes	14% (14 x 1% each)
Written reports (homework)	15% (3 x 5% each)
Participation in class	<u>7%</u> (Sharing responses from individual exercises = 0 to 5%, and presentation of “The Business News” = 2%).

There is an absolute 1% grade reduction for each absence.

TOTAL 100%

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, and students will be involved in an ongoing Group Business Plan Project for most of the course. Every absence can diminish 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. 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, 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/>)

CLASS SCHEDULE & IMPORTANT DATES:

WEEK: TOPICS COVERED AND ASSIGNMENTS:

1	Tuesday 3/31: Course introduction, ice breaker exercise.	Thursday 4/02: Chapter 1.
2	Tuesday 4/07: Chapter 2.	Thursday 4/09: Chapter 3.
3	Tuesday 4/14: Writing Assignment #1 due; Chapter 4.	Thursday 4/16: NO CLASS
4	Tuesday 4/21: Chapter 5..	Thursday 4/23: Midterm Ex. I
5	Tuesday 4/28: Chapter 6.	Thursday 4/30: Chapter 7
6	Tuesday 5/05: Writing Assignment #2 due; Chapter 9.	Thursday 5/07: Chapter 10.
7	Tuesday 5/12: Chapter 11	Thursday 5/14: Midterm Ex. II
8	Tuesday 5/19: Chapters 12 & 13	Thursday 5/21: Chapter 14.
9	Tuesday 5/26: Writing Assignment #3 due; Chapter 15.	Thursday 5/28: Chapter 16
10	Tuesday 6/02: & Thursday 6/04: Group Business Plan Presentations	
11	Tuesday 6/09: Final exam; 2:30 to 3:20 p.m. in our regular classroom	

EXAMINATIONS (39%):

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.

GROUP BUSINESS PLAN PROJECT (25%):

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 25% 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 on Tuesday of Week 10;** the day that in-class group presentations begin. 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. 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 (printed) is worth 9% 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 25% 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 for **peer evaluations** prepared by the members of each respective group. Peer evaluations will be prepared and submitted to the Instructor anonymously, and the authorship of all peer evaluations will remain confidential.

QUIZZES (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.

WRITTEN REPORTS (15%):

During the course, three written assignments will be given to the class as homework. These will be short papers (1 – 2 pages) on selected end-of-chapter questions. Part of the grade on these assignments 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.**

Written Reports turned in by the due date will be evaluated for full credit. No credit will be given for late reports.

Written Report Options and Schedule:

Written Assignment #1: Due Tuesday 4/14:

Complete one of the following 3 exercises from your text, following the instructions accordingly:

- “Exercising Your Ethics” for Chapter One, on pages 30-31
- “Exercising Your Ethics” for Chapter Two, on pages 65-66
- “Exercising Your Ethics” for Chapter Three, on page 100

Written Assignment #2: Due Tuesday 5/05:

Complete one of the following 3 exercises from your text, following the instructions accordingly:

- “Exercising Your Ethics” for Chapter Six, on page 198
- “Exercising Your Ethics” for Chapter Seven, on page 237
- “Exercising Your Ethics” for Chapter Nine, on page 303

Written Assignment #3: Due Tuesday 5/26:

Complete one of the following 3 exercises from your text, following the instructions accordingly:

- “Exercising Your Ethics” for Chapter Ten, on pages 339-340
- “Exercising Your Ethics” for Chapter Eleven, on page 379
- “Exercising Your Ethics” for Chapter Twelve, on page 411

PARTICIPATION IN CLASS (7%):

“Participation in class” is assessed by your willingness to take part in class discussions (contributing your perspectives from individual exercises, is weighted from 0 – 5% of your final grade). **Presenting “The Business News”** is the opportunity to earn 2% out of the 7% total available for this category. **There is an absolute 1% grade reduction for each absence.**

“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. Once there are no further volunteers, a schedule will be prepared, randomly assigning the remaining students to specific dates for presentation.
- 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: (5% of total)

- Any question response following individual exercises or comment provided during lectures qualifies for 1% credit.

MyLab & Mastering Student Registration Instructions

To register for BA101 Introduction to Business – TR Spring 2015:

1. Go to **pearsonmylabandmastering.com**
2. Under Register, click Student.
3. Enter your instructor's course ID: **ruderman34516**, and click Continue.
4. Sign in with an existing Pearson account or create an account:
 - If you have used a Pearson website (for example, MyITLab, Mastering, MyMathLab, or MyPsychLab), enter your Pearson username and password. Click Sign in.
 - If you do not have a Pearson account, click Create. Write down your new Pearson username and password to help you remember them.
5. Select an option to access your instructor's online course:
 - Use the access code that came with your textbook or that you purchased separately from the bookstore.
 - Buy access using a credit card or PayPal.
 - If available, get 14 days of temporary access. (Look for a link near the bottom of the page.)
6. Click Go To Your Course on the Confirmation page. Under MyLab & Mastering New Design on the left, click BA101 Introduction to Business - Winter 2015 to start your work.

Retaking or continuing a course?

If you are retaking this course or enrolling in another course with the same book, be sure to use your existing Pearson username and password. You will not need to pay again.

To sign in later:

1. Go to pearsonmylabandmastering.com.
2. Click Sign in.
3. Enter your Pearson account username and password. Click Sign in.
4. Under MyLab & Mastering New Design on the left, click BA101 Introduction to Business – TR Spring 2015 to start your work.

Additional Information

See Students > Get Started on the website for detailed instructions on registering with an access code, credit card, PayPal, or temporary access.