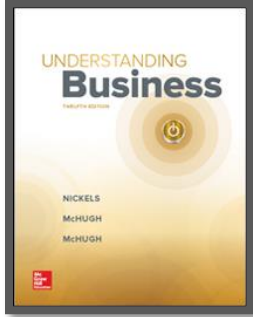


BUSAD 248-Introduction to Business

Spring 2021-Sections 8803, 0158-Online



Instructor: Linda Kropp, MBA

Required Text:

Understanding Business, 12/e, by William Nickels.

McGrawHill Publishing Company. Bundle ISBN: 9781260522198.

Students will require an access code for McGrawHill Connect to accompany the text. This package is available for purchase at the Pirate's Bookstore as a loose-leaf text with access code. *The price at the MJC bookstore is less expensive than purchasing only the etext from the publisher's website.* If you purchase the text from an off-site seller, make sure you get the access code and expedite shipping.

Course Description:

A survey in business providing a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S. and a global society. Demonstrates how these influences impact the primary areas of business including: organizational structure and design; leadership, human resource management, organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities market; and therefore affect a business' ability to achieve its organizational goals.

Prerequisites:

There are no prerequisites for this course.

Here is my plan for maintaining Regular Effective Contact with you throughout the course:

I will usually post at least one announcement per week with reminders and other notifications about what is happening in the course and/or on campus.

I may occasionally participate in discussion board assignments with you but usually, I leave those for you to discuss and give my feedback in the grading comments.

I will provide you with feedback on your assignments. My goal is to do this within one week but occasionally it may take a little longer. Be sure to check the gradebook for my feedback.

I may message you if I see you are falling behind or if you miss a major exam. Please let me know if you run into difficulties that prevent your submitting your work in a timely fashion.

I may reach out to you in other ways as well including phone messages and/or email.

Here are the ways you can make contact with me outside of the Canvas learning environment:

Instructor Contact Information:

Regular contact throughout the semester will occur via the Announcement tool in Canvas. Be sure to check the Announcement section in Canvas as least one per week for important information. I can also be reached via phone or email.

Email:

Communication through Canvas is preferred. If you choose to contact me through MJC email (kroppl@mjc.edu), please put "**Busad 248-8803 or 0158**" in the subject line to ensure your email does not get lost in the shuffle. Emails will be returned within 24-48 hours, Monday through Friday, 48 hours on the weekend. If you do not hear back in a timely fashion, please resend your message and/or leave a voicemail.

When communicating via email please include the following information:

Your CLASS and SECTION, Your NAME. It is difficult to answer your question if I don't have this information.

Phone:

You can call my office phone at 209.575.6168 to leave a voicemail. This voicemail goes directly into my MJC email which is checked periodically throughout the day.

Office Hours: Founders Hall 120-D

See Canvas course for Office Hours. Office Hours are kept current in the Course Introduction Module under Contact your instructor and peers.

Course Learning Objectives:

Upon successful completion of the Busad 248 course:

1. Evaluate the pros and cons of business ethics and social responsibility in relation to operational profitability.
2. Distinguish between leadership and management, and identify key leadership styles in the context of organizational culture.
3. Evaluate the interrelationship and contribution of human resources management, marketing, production, and finance in meeting business objectives.

Other learning goals include:

- a. Cite the various ways the U.S. government affects, restricts, and protects business.
- b. Compare and contrast the advantages and disadvantages in each form of business ownership.
- c. Define business ethics and explain the role of ethics and social responsibility in an organization.
- d. Compare and contrast the primary economic systems.
- e. Identify how business operates in an international / global environment, including legal, social, cultural, and financial markets.
- f. Define and describe the key management functions of planning, organizing, leading, and controlling.
- g. Identify current production and operations processes and their efforts toward sustainability.
- h. Identify key human resource management functions and laws.
- i. Identify the marketing mix and key tools, terms, and strategies related to each element.
- j. Describe and identify how technology impacts the primary functions of business.
- k. Evaluate the basic components of financial statements and ratio analysis.
- l. Explain the importance of finance to the operations of business; the various types of financing; and the process of internal and external financing and controls.
- m. Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.
- n. Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.
- o. Summarize the components of risk management and basic insurance concepts.

Diversity and Disability:

Disabled Students Services can be found on the web at <http://www.mjc.edu/student-services/disability> . Call 209-575-6225, Fax 209-575-6852 or TTY 209-575-6863. The office can also be reached by email at: mjcdsps@mjc.edu.

Policies and Procedures:

Typical Weekly Schedule:

This course is set up in four Learning Units. Each Unit contains 4-6 chapters. One or two new chapters will be opened up each week. All assignments for each week will be listed in the learning module.

Students are expected to submit assignments on a regular schedule throughout the semester. All assignments are due by 11:59 pm on the Monday after they are assigned. This allows a week to complete the chapter assignments.

SmartBook/LearnSmart (SB/LS) Assignments and Quizzes will be submitted in Canvas using the publisher learning tool, Connect. Scores will be available upon completion of assignments. Late work will be NOT accepted for SB/LS except in extraordinary circumstances. If you have an extraordinary circumstance such as a medical emergency or death in the family, please contact me right away. Quizzes can be submitted until the Unit Test which includes that chapter closes and 5% per day will be deducted for late work.

Discussions/Chapter Assignments will be available during the week that the chapter is assigned. These can be made up only until the Unit Test which includes that chapter closes and 5% per day will be deducted for late work.

Three **Unit Tests and a Final** will be given throughout the semester. Make-ups for these exams will be given only in extreme circumstances. Contact the instructor if a make-up is requested. Unit Tests are due on Saturday following the last chapter in the Unit. The final will be available until Saturday of finals week. Check the schedule for exact dates on all four tests.

Late Work:

SmartBook/LearnSmart assignments may NOT be turned in late, as they are preparation for the chapter. Discussions are interactive and require participation in a timely manner. Discussions and Quizzes submitted late will automatically be discounted 5% for each day that they are late and can only be submitted late until the Unit Test on that chapter is due. Units will close after the Unit Test and make-ups will be available only under extraordinary circumstances. I do realize that life happens. To this end, the lowest Connect Quiz score for the semester will be dropped.

Grading Policy:

Grades will be based upon completion, timeliness and quality of assignments. Grades will be based on the following scale:

Assignment Category:	Points:	Percent:
SmartBook/LearnSmart Assignments (15 pts each)	285	25.9%
Weekly Quizzes (10 pts each)*	150	13.6%
Chapter Discussions/Assignments (points vary)	215	19.5%
Final Project (Business Plan)	190	17.3%
3 Tests and Final (80 points each)	260	23.6%
Total <i>* low score in this category dropped</i>	1100	100%

Percent	Grade
90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

Academic Honesty:

Students caught copying, sharing work and/or plagiarizing will receive a failing grade on the assignment/test and in the course, as well as possible disciplinary action from the college.

Plagiarism

Students caught copying, sharing work and/or plagiarizing will receive a failing grade on the assignment/test and in the course, as well as possible disciplinary action from the college.

Plagiarism

Some students have trouble understanding what plagiarism is, so let's get that straight right away.

Plagiarism includes copying writing or merely ideas from the published or unpublished work of another person without full, clear acknowledgment of the source. If you paraphrase or summarize what someone else has said, you must acknowledge that source even when you put those ideas into your own words. You are plagiarizing if you cut and paste bits and pieces of writing from the Internet or any other source and make it appear as if you wrote those words (i.e. if you don't use quotation marks and cite the source). Plagiarism also includes copying from yourself--that is, turning in material that you wrote for another class.

In this course, plagiarism detection software may be used on assignments you submit. If you're not sure what plagiarism is, check out the [MJC Library "Avoid Plagiarism"](#) page. It includes brief videos and tutorials.

Any assignment where academic dishonesty is involved will automatically receive an F (zero points), which may result in the student failing the course. A report may be filed. For additional information, see the [MJC Standard of Student Conduct webpage](#).

Participation Policy:

Students may add with an online add code during the first two weeks of class. Any student who does not enter the online classroom and complete the Course Introduction assignments by Thursday of week one, and the Week One Assignments by Monday at 11:59 pm of the second week of class will be dropped. At any point during the semester where a student fails to participate in class-which is defined as **“turning in at least two written assignments (other than a quiz) over a two week period,”** they may be dropped from the course (i.e. just taking the quizzes is not enough).

Spring Important Dates:

January 18: Martin Luther King Jr. Day

January 24: Last day to drop without a "W"/Last day to drop and receive a refund

February 12-15: Presidents' Weekend (No School)

February 16: Last day to file for Pass/No Pass

April 5: Last day to drop with a "W"

April 26-May 1: Finals Week

A complete MJC Spring calendar can be found at: <http://mjc.edu/instruction/calendar.php>

Trouble Accessing an Online Class?

If you should have trouble logging into Canvas once the semester has started, contact the Helpdesk by email: <mailto:onlinehelpdesk@yosemite.edu> or by phone: (209) 575-7900 for assistance with your account. The Helpdesk hours are as follows:

Student Helpline during regular MJC business hours: 209-575-7900

Nights and Weekends Helpline for Students: 844-303-8280

Further information can be found at the Helpdesk Webpage at:

<http://mjc.edu/current/studentservices/waystolearn/online/index.html>

Schedule at-a-glance:

Week 1	Jan 11-19	Course Intro Module, Prologue; Chapter 1
Week 2	Jan 19-26	Chapter 2
Week 3	Jan 26-Feb 2	Chapter 3
Week 4	Feb 2-9	Chapter 4 and Test 1
Week 5	Feb 9-16	Chapter 5
Week 6	Feb 16-23	Chapter 6 and Appendix B
Week 7	Feb 23-Mar 2	Chapter 7 and 10
Week 8	Mar 2-9	Chapter 9 and Test 2
Week 9	Mar 9-16	Chapter 11
Week 10	Mar 16-23	Chapter 13
Week 11	Mar 23-30	Chapter 17
Week 12	Mar 30-Apr 6	Chapter 18 and Test 3
Week 13	Apr 6-13	Chapter 19
Week 14	Apr 13-20	Chapter 20
Week 15	Apr 20-27	Appendix A and Appendix C
Week 16	Apr 27-30	Final Project and Test 4

This syllabus is subject to change if needed throughout the semester.