Business Department
Introduction to Business – MW 12:45 – 2:15
BMT 101 – Spring 2017

Instructor: Lucinda Stanley
Email: Through Blackboard™ course site

CONTACT: Office Telephone: 410-572-8716
Office: FOH Room 205
Office hours: Monday: 2:30 – 4:00
Tuesday: 4:00 pm – 6:00 pm
Wednesday: 2:30 pm – 3:00 pm
Thursday: 5:00 pm – 6:00 pm

Text

Pride, W.M., Hughes, R.J., Kapoor, J.R. Business MindTap; 1 Term (6 months) printed access card with Supplemental text book.

__Blackboard__ is being used as a supplemental resource in this course. To access course content in Blackboard you need to have access to a computer with an Internet connection, (other requirements may apply).

Please follow these directions to access course syllabi and any other materials posted for this course:

Login Information
1. From Wor-Wic home page, point to "Quick Links" (top-right) and click the “Blackboard Login” link.
2. Enter your Wor-Wic user ID and password (same as your Wor-Wic email user ID and password). Don't know your user ID or password? Contact Student Services

Course Description

This course covers the role and function of the business enterprise within the US economic framework. Students explore the internal and external environments that impact business organizations and the various forms of business ownership. Students study the responsibilities of functional groups that work together to achieve business success and evaluate real life business situations.

Grading and Evaluation:

<table>
<thead>
<tr>
<th>Composition of Grades:</th>
<th>Grading:</th>
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<tbody>
<tr>
<td>30% Interim exams (4)</td>
<td>A  90 and greater</td>
</tr>
<tr>
<td>10% Attendance and Participation</td>
<td>B  80 through &lt; 90</td>
</tr>
<tr>
<td>30% MindTap Assignments</td>
<td>C  70 through &lt; 80</td>
</tr>
<tr>
<td>5% Written Assignment: Company Research Project</td>
<td>D  60 through &lt; 70</td>
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<tr>
<td>5% Written Assignment: BNR</td>
<td>F  all else &lt; 60</td>
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<tr>
<td>20% Comprehensive final exam</td>
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*Information subject to change by instructor.*
**Course Objectives**

Upon successful completion of the course, the student will be able to:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Assessment Goals</th>
<th>Assessment Strategies</th>
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<tbody>
<tr>
<td><strong>Unit 1 Objective</strong></td>
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| 1 Summarize the current domestic business environment *GEO 1, 3, 5* | A. Explain characteristics of the U.S. economic system  
B. Identify ethical concerns that arise in business  
C. Explain how ethical decision making can be encouraged  
D. Describe business social responsibility and arguments for and against increased social responsibility  
E. Identify trade barriers  
F. Explain the major role of the WTO  
G. Describe the growth, future opportunities and challenges of e-business | Class assignments  
Unit Exam  
Final Exam |
| 2 Recognize unique features of the forms of business ownership *GEO 1, 2, 3, 5* | A. List some advantages and disadvantages of the 3 major forms of business ownership  
B. Summarize how a corporation is formed  
C. Assess the contributions of small businesses to the U.S. economy  
D. Summarize the unique challenges of starting and operating a small business. | Class assignments  
Unit Exam  
Final Exam |
| **Unit 2 Objectives** |                  |                       |
| 3 Describe the function of management *GEO 1, 2, 3, 5* | A. Identify the four management functions  
B. Identify key management skills  
C. Identify leadership styles presented in text  
D. Describe considerations in developing an organization  
E. Summarize the activities of operations management  
F. Summarize the activities of human resource management  
G. Relate motivational theory to employee management  
H. Summarize the interactions of labor unions and management | Class assignments  
Unit Exam  
Final Exam |

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Unit 3 Objectives

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<th>Unit 3 Objectives</th>
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<tr>
<td>4 Interprett accounting reports GEO 1, 2, 3, 4</td>
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<tr>
<td>5 Describe financial management GEO 1, 2, 3, 5</td>
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Unit 4 Objectives

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<th>Unit 4 Objectives</th>
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<tr>
<td>6 Describe the role of marketing GEO 1, 2, 3, 5</td>
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Recommended Materials and Prerequisite Skills:

1. A personal computer: Pentium-based processor and Windows 7 or greater with a printer and a modem.
2. Microsoft Office 2000 Word or higher (not Microsoft Works or Open Office).
3. Internet access.
4. Microsoft Internet Explorer 7.0 or greater.
5. Basic knowledge of the Internet and computers.
6. Know how to send and receive attachments through e-mail.
7. Be able to work independently and motivated to complete assignments on a timely basis.

(If students do not have these materials available at home, they are available in the open Computer Lab, FOH 305, or the Media Centers in any of the academic buildings)

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**Communication with Your Instructor:**

If you have any questions about the course, assignments or examinations, please contact me through the Blackboard™ course email tool. I have office hours just before our class on Wednesday and just after on Monday and there will be some time during class for questions as well – ASK – don’t wait until you are too far behind or confused to get back on track!!

**CLASS GUIDELINES:**

**Student Responsibility**

If an emergency prevents you from attending class, it is your responsibility to obtain notes from a classmate and study them for understanding. The responsibility of obtaining and completing all work rests solely upon the student. Complete any assignments covered in class and submit with the weekly homework assignments. Refer to the syllabus and Assignment schedule for class topics and assignments which are due.

**Attendance Policy (GEO 8)**

You are expected to attend class regularly, be punctual, alert, and prepared for the class. No absences of any nature will be construed as relieving you from the responsibility for the completion of all work assigned by the instructor. Absences are discouraged because interaction with the instructor and classmates is an integral part of learning. You must notify the instructor if you will not be attending class for any reason.

**Classroom Conduct**

- Cell phone or any audible devices should not be used during class time.
- Students are not to use computers unless directed by instructor.
- It is expected that students arrive on time and stay for the entire class. If late, please minimize disruption to the class. If leaving early, sit near the door. A late or early leave counts as ½ an absence.
- Please ask questions in class.

**Extra Credit**

Extra credit work may be provided.

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GRADING AND EVALUATION:

Attendance and Participation (10%):

As much as possible, we will be having open class discussions. In order to receive the most benefit from these activities, it is necessary for students to attend class regularly. For each Monday class that is missed 3% will be deducted from the attendance/participation grade. For each Wednesday class that is missed or in which the student is present but does not participate effectively in the class discussion(s) 4% will be deducted from the attendance/participation grade.

MindTap Assignments (30%) - Required:

Concepts Checks: Highlights recall information throughout the e-book. Can also be completed using the supplemental textbook resource.

Tying It Together: Application exercises.

Assignment: Multiple choice, short answer, and interactive questions.

Mindtap also has pre-tests and post tests available for each lesson through Mindtap. These DO NOT count towards a grade and are provided as a supplement to help students reflect on the week to come. Students may use their books and may take the Mindtap pre and post tests as often as needed.

Written Assignments

Each student is responsible for completing two written assignments. The student is expected to put forth a concerted effort for quality completion of the work. Students are to use MS Word as their word processing software program. If other documents are to accompany the assignment, be sure the documents are attached as well.

Business News in Review (BNR) (5%) (Electronic Media Assignment)

Using the “Business in the News” feature of the MindTap resource, each week beginning in week 3 students will choose one of the listed articles related to a particular Lesson and post their responses to the follow up questions to the appropriate discussion area. Student should be prepared to discuss what they found in class on their assigned week. This assignment insures that students are kept up to date on current events in business throughout the semester. Student reporters will be chosen the first week of class. Students will submit the 1-2 page MLA formatted Word document for grading. Detailed assignment instructions will be provided.

Company Research Project (5%) (Writing across the curriculum)

Your assignment is to pick a company, research it and report to the class what you have learned. The information you will use is a Datamonitor Report on the company of your choice. These reports can be found in the college’s research databases. Detailed assignment instructions are available on the course Blackboard site and will be handed out in class. Submit this assignment through the assignment tool – not through email. APA formatting.

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**Writing Assistance:**
Writing conferences can be scheduled by completing the following:
- Click on Quick Links/Learning Resources/Writing Conferences
- Key in your Blackboard username and password to gain access to the site.
- Register for an appointment.
- Interim Exams (30%):

There are 4 interim exams covering the specified Lessons in the textbook. Exams 1 and 3 are a combination of multiple choice questions and your responses to the Journal questions (see below). Exams 2 and 4 are timed take home exams with multiple choice and essay questions. Students who would like to take these paper/pencil can schedule the exam with their instructor. Students who are unable to take a scheduled exam must notify the instructor before, or on the day of the exam to reschedule. The missed exam must be taken within one week from assigned date. If the instructor is not notified, the student will **not** be able to make up the exam.

**Introduction to Business Journal**
Two times during the semester you will be required to submit your thoughts on journal questions in the textbook. The answers to these questions will constitute the essay portion of Interim exams 1 and 3. Detailed assignment instructions are available on the course Blackboard site and will be handed out in class. Submit this assignment through the written assignment tool – not through email. MLA formatting is required

**Final Exam (20%):**

Anything covered in the course could be on examination. The examination consists of 100 multiple choice questions. Students who are unable to take a scheduled exam must notify the instructor before, or on the day of the exam to reschedule. If the instructor is not notified, the student will **not** be able to make up the exam.

**Other dates to remember:**
- Class Session: January 13 – April 24
- Add period ends: January 24
- Drop period ends: February 7
- Withdrawal Period ends: March 29
- Final Exams – April 25 – May 1

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<table>
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<tr>
<th>Week</th>
<th>Weekly Topics</th>
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| Week 1  | Read and study:  
|         | Lesson 1: Exploring the World of Business and Economics |
| Week 2  | Read and study:  
|         | Lesson 2: Being Ethical and Socially Responsible  
|         | Lesson 3: Exploring Global Business |
| Week 3  | Read and study:  
|         | Lesson 4: Choosing a Form of Business Ownership  
|         | Lesson 5: Small Business, Entrepreneurship, and Franchises |
| Week 4  | Examination 1 - Lessons 1-5.  
|         | Journal 1  
|         | Read and study:  
|         | Lesson 6: Understanding the Management Process |
| Week 5  | Read and study:  
|         | Lesson 7: Creating a Flexible Organization  
|         | Lesson 8: Producing Quality Goods and Services |
| Week 6  | Read and study:  
|         | Lesson 9: Attracting and Retaining the Best Employees  
|         | Lesson 10: Motivating and Satisfying Employees and Teams |
| Week 7  | Read and study:  
|         | Lesson 11: Enhancing Union-Management Relations  
|         | Examination 2 - Lessons 6-11 (Take home). |
| Week 8  | Read and study:  
|         | Lesson 12: Building Customer Relationships through Effective Marketing  
|         | Lesson 13: Developing and Managing Products |
| Week 9  | Read and study:  
|         | Lesson 14: Wholesaling, Retailing, and Physical Distribution  
|         | Lesson 15: Developing Integrated Marketing Communication |
| Week 10 | Read and Study:  
|         | Lesson 16: Exploring Business Technology  
|         | Risk – Contracts – Bankruptcy Handout  
|         | Examination 3 - Lessons 12-16.  
|         | Journal 3 |
| Week 11 | Read and study:  
|         | Lesson 17: Using Accounting and Financial Information  
|         | Lesson 18: Understanding Money, Banking, and Credit |

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**Wor-Wic Community College Institutional Policies**

**ACADEMIC HONESTY POLICY:** (GEO 8)
Students are expected to maintain a high level of academic performance. Cheating and plagiarism are defined in Wor-Wic’s Student Conduct Policy (appendix of College Catalog). Infractions of this policy will result in the student’s failure for the assignment or test and possible referral to the Student/Faculty Disciplinary Committee.

**EMERGENCY INFORMATION STATEMENT:**
In the event of severe inclement weather or other emergency, information about the closing of the college will be communicated via e2Campus and the College's website. Faculty will communicate with students about their courses and course requirements, such as assignments, quiz and exam dates, and class and grading policies, via Blackboard. Students will be responsible for completing all assignments in accordance with class policies.

**ACADEMIC INTEGRITY and COMPUTER USAGE POLICY:**
All students logging into Blackboard affirm that they understand and agree to follow Wor-Wic Community College policies regarding academic integrity and the use of College resources as described in the college catalog. Wor-Wic Community College considers the following as violations of the computer usage policy:

- Using the campus computing network and facilities to violate the privacy of other individuals.
- Sharing of account passwords with friends, family members or any unauthorized individuals

Violators are subject to college disciplinary procedures.

**SERVICES for STUDENTS with DISABILITIES**
Wor-Wic provides reasonable accommodations for students with disabilities, in compliance with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973. If you are in need of accommodations, please contact the counseling office at (410) 334-2900. For more information, see Wor-Wic's Services for Students with Disabilities web page.

**SEXUAL VIOLENCE DISCLOSURES**
Wor-Wic Community College seeks a campus free of sexual violence which includes sexual harassment, domestic violence, dating violence, stalking, and/or any form of sex or gender discrimination. Please be aware that if a student discloses a personal experience verbally or in writing as a Wor-Wic student to a faculty or staff member, the employee cannot maintain

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confidentiality and has the mandatory responsibility to notify one of the college’s Title IX coordinators. However, if you’d like to make a confidential disclosure of any such violence, you can contact Wor-Wic’s director of counseling (X-2900) or you can contact the Life Crisis Center at 410-749-HELP or 2-1-1.
Information on rights of victims of sexual violence and related resources is available in the college catalog and at the public safety page of Wor-Wic’s website: http://www.worwic.edu/Administration/PublicSafety.aspx.

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