

BSAD P101

Introduction to Business

Instructor: Elisa Queenan

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Required Texts:

Pride, William and Kapoor. Foundations of Business 2nd Ed. New York: South-Western Cengage Learning, 2011.

Additional readings may be assigned as appropriate.

Student Learning Outcomes:

By the completion of this course you will be able to:

1. Interpret and use business vocabulary
2. Explain the difference between business environments such as: business ownership, e-business, entrepreneurship and franchises
3. Define business functions including: economic and social setting, structures, financing, human resource, marketing, business strategy, decision making and management

IMPORTANT INFORMATION:

Our class weeks run from Wednesday to Tuesday, as seen on the class calendar. Please make sure you note all due dates as I do not offer extensions on quizzes or exams unless contacted PRIOR to the closing of the assessment

GRADING:

Projects (4 Total, 40 pts ea)	160 total points (25%)
Quizzes (16 Total)	160 total points (25%)
Exams (2 Total)	160 total points (25%)
Discussions (4 Total, 40 pts ea)	160 total points (25%)

THE GRADING SCALE: A: 90-100%, B: 80-89%, C: 70-79%, D: 60-69%, F: 59% or less

PROJECTS: There are four assigned projects throughout the semester. These projects will consist of various methods (i.e. article research, important events/subjects, etc). You will be notified at the beginning of the semester specifically what these required projects will entail.

EXAM PROTOCOL: All exams are open book. You must complete these tests in one sitting. Because I allow you to use your books and other references for these exams, I expect essay answers to be well thought out, logical and concise. Grammar, word usage and spelling are your responsibility.

EXAMS ARE ALWAYS DUE BY TUESDAY AT 11 PM!! *There are NO makeup exams allowed unless there is an emergency situation and I have been contacted prior to the closing of the quiz/exam. At 11PM*

quizzes and exams close. Computer problems happen, in order to avoid these affecting your grade don't wait until the last day to complete your assignments.

EXAMS: There are two exams during the semester and weekly quizzes

DISCUSSIONS: The class discussions are worth 40 points each. Every week 3 or 4 students will be assigned a discussion and a topic. These students are required to post questions in regards to the assigned topic and keep the discussion moving during the week. During your assigned week you may choose to include relevant articles of interest from various sources.

These posts are going to be held in a conversational manner. You are required to post three times throughout the week, on at least two different days.

All posts must remain on topic. Personal feels and information should not be included. These discussions must be written in an academic manner. This means you **MUST** include proper spelling and grammar and citations; this is **NOT** a text message.

Your introduction discussion is not formal and does not need to meet these requirements. It is also worth 5 extra points.

NETIQUETTE:

Porterville College promotes the advance of knowledge through positive and constructive debate--both inside and outside the classroom. Discussions on the Internet, however, can occasionally degenerate into needless insults. Such conduct and the loss of good manners are not acceptable in a university setting--basic academic rules of good behavior and proper "Netiquette" must persist. Any violation in the discussion board "netiquette" will result in immediate academic discipline.

HOMEWORK: The homework in the course consists of discussion questions and projects. It is strongly suggested that you complete the questions at the end of every chapter and check your answers. You should also utilize the study guide that accompanies the text. There is a lot of mathematics in economics and concepts build on each other, it is not good to get behind. If there is a specific concept that you are struggling with I encourage you to contact me or to seek out study groups.

LATE ASSIGNMENTS / EXAMS: Exams and homework are always due by 11pm on the scheduled due date.

DROP POLICY: After the first week of class it is your responsibility to make sure you drop or you will receive an F in the class.

KEY DATES: All important dates can be found in the Class Calendar in Module 1. Please make a note of all due dates.

ATTENDANCE POLICY: The format of the class allows students to control their work schedules within the confines of deadlines established by the course calendar.

I expect all assignments to be completed and turned in by the due dates set up in the calendar. I will post grades within 7 days from the scheduled due date

You should plan to spend *at least* 10 hours/week studying for this class. If you find yourself falling behind, contact me to discuss the appropriate course of action. If you decide to drop the course, follow the school's protocols

STUDENTS WITH DISABILITIES: Students with disabilities or students who think they may have a learning disability and who may need accommodations in this class are encouraged to contact the school so appropriate provisions can be made. (559-791-2200) as soon as possible to better insure that any accommodations are emplaced in a timely manner”

OTHER POLICIES: See Student Handbook for college wide policies regarding academic dishonesty, classroom behavior, etc

DAILY OUTLINE OF CURRICULUM		
DAY	UNIT OF INSTRUCTION OR TOPIC	ASSIGNMENT DUE
Week 1 Aug 23-31	Chapter 1- Exploring the World of Business and Economics	Discussion 1 (Introduction)
Week 2 Sep 1-7	Chapter 2-Being Ethically and Socially Responsible	*Sep 3- Last day to drop SEMESTER-length course and qualify for refund.
Week 3 Sep 8-14	Chapter 4-Choosing a Form of Business Ownership	Project 1
Week 4 Sep 15-21	Chapter 5-Small Business, Entrepreneurship, and Franchises	*Sep 20- Last day to drop semester-length course and not have it appear on transcript.
Week 5 Sep 22-28	Chapter 6- Understanding the Management Process Chapter 7- Creating a Flexible Organization	
Week 6 Sep 29-Oct 5	Chapter 8- Producing Quality Goods and Services	Project 2

<p>Week 7</p> <p>Oct 6-12</p>	<p>Review for midterm</p> <p>Midterm</p>	<p>Discussion 3</p>
<p>Week 8</p> <p>Oct 13-19</p>	<p>Chapter 9- Attracting and Retaining the Best Employees</p>	
<p>Week 9</p> <p>Oct 20-26</p>	<p>Chapter 10- Motivating and Satisfying Employees and Teams</p> <p>Chapter 11- Building Customer Relationships Through Effective Marketing</p>	<p>Project 3</p>
<p>Week 10</p> <p>Oct 27-Nov 2</p>	<p>Chapter 12- Creating and Pricing Products that Satisfy Customers</p>	<p>Discussion 4</p> <p>Nov. 1- Last day to drop semester-length course without a letter penalty and receive a "W"</p>
<p>Week 11</p> <p>Nov 3-9</p>	<p>Chapter 13- Distributing and Promoting Products</p>	
<p>Week 12</p> <p>Nov 10-16</p>	<p>Chapter 14- Understanding Information and e-Business</p>	<p>Project 4</p>
<p>Week 13</p> <p>Nov 17-23</p>	<p>Chapter 15- Using Accounting Information</p>	<p>Nov 18- Priority registration begins for Spring 2011 for continuing students</p>
<p>Week 14</p> <p>Nov 30-Dec 7</p>	<p>Chapter 16- Mastering Financial Management</p>	<p>Discussion 5</p> <p>Dec. 1- Open registration begins for Spring 2011 for returning and new students</p>
<p>Week 15</p> <p>Dec 8-11</p>	<p>Final</p>	