

Lakes Region Community College

379 Belmont Road
Laconia, NH 03246
(603) 524-3207

COURSE OUTLINE/SYLLABUS SHEET

COURSE NO: BUS 130L

COURSE TITLE: Introduction to Business

CREDIT HOURS: 3

SEMESTER/TIME: Spring 2020 / ONLINE – Monday → Sunday

INSTRUCTOR NAME: Scott Maltzie, Ph.D.

E-MAIL/PHONE: smaltzie@ccsnh.edu (603) 366-5237
(603) 738-0953 (Cell - Emergencies only)

Note: I do not respond to communication between 9:00pm and 7:00am or on Sundays

OFFICE LOCATION: Turner 253A
Mezzanine Level (open level just above café between floors 1 and 2)

CONFERENCE HOURS: Monday 3:00 – 4:45
Tuesday 12:00 – 12:45/3:45 – 4:30
Wednesday 10:30 – 12:45
Other times by appointment

PREREQUISITES: None

COURSE DESCRIPTION: The study of business world operations, including the wide range of occupational functions and the American economic system.

TEXT/INSTRUCTIONAL MATERIALS AND EQUIPMENT NEEDED:

- *Introduction to Business (OER)*, Amit Shah, 2018
<https://openstax.org/details/books/introduction-business?Book%20details>
Introduction to Business by OpenStax is licensed under Creative Commons Attribution License v4.0
- A laptop for use in class projects is recommended but not required.

TEACHING METHOD: This course is directed independent study in an online environment. It takes a lot more discipline than an in-person class. You are responsible for scheduling your study time and sticking to it regularly. This includes your reading, activities, and exams. The text for this course is an eTextbook. Each of your modules consists of reading materials, learning activities, videos, and websites. Your interactions with other students via the discussion board is an important aspect of this course.

GRADING SCALE:

A	93-100	B	83-86	C	73-76	D	63-66
A-	90-92	B-	80-82	C-	70-72	D-	60-62
B+	87-89	C+	77-79	D+	67-69	F	0-59

INCOMPLETE GRADES:

As a general rule, all coursework must be completed by the end of the semester in which the course is offered. An incomplete grade may be granted to a student, at the discretion of the faculty member, as an accommodation due to unforeseen and extraordinary circumstances when a student has completed and passed a majority of the work required for a course but, for reasons beyond the student's control, cannot complete the entire course.

LATE POLICY:

- Due dates for assignments are listed in the attached class schedule and will be announced in class and/or posted on Canvas.
- Assignments are due on the due date at the time specified. Work submitted beyond the due date (this includes exams, projects, homework, etc.) will be subject to the following point deductions:
 - Late assignments submitted within one week after the due date will receive a 20% deduction.
 - Late assignments submitted more than one week and less than 2 weeks late will receive a 40% deduction.
 - Assignments submitted more than two weeks late or after the final date of the course **will not be accepted.**

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

GRADING:

Weekly Assignments	15%
Weekly Reflection	10%
Exams	15% Each
Business Deconstruction Paper	5% (drafts) 25% (final)

No Extra Credit or Retakes are allowed.

- **Weekly Assignments – 15%** – Weekly assignments related to the course material.
- **Weekly Reflection - 10%** – Students will write weekly reflections on the course readings and classroom activities and topics.
- **Exams – 15% each** – Three essay exams.
- **Business Deconstruction Paper – 5% (drafts)/25% (final)** – A paper where you break down an existing business into its component parts including the company, external environment, marketing, management, production and operations, technology, labor/management relations, financial data and performance, social responsibility activities. See Canvas for further details.

Note: Unless otherwise indicated all assignments must be typed AND checked for spelling and grammar. Points will be deducted from your grade for typos, spelling, and grammatical errors and overall sloppy work.

FAIR GRADING:

Fair and equitable grading reflects values that I am committed to. Grades are used to assess the relative extent to which students achieve the course objectives and outcomes.

Academic freedom allows the instructor (1) to determine course outcomes, within the bounds of established curricula, and the means by which a student's mastery of those outcomes will be evaluated, and (2) to evaluate the quality of work on individual exams or assignments.

Students have the right to challenge evaluations of their work, and hence I am accountable with regard to providing and explaining all relevant grades and grading criteria. Students are allowed to challenge grades respectfully and state their case why a grade should be changed. Changes are made only in the case of error (which happens from time-to-time) and documentation that the criteria was met to a higher level than originally indicated.

Standards for Fair Grading

To achieve fair and equitable grading, instructors shall inform students, in writing, e.g., via a syllabus, of the course objectives and the means by which student mastery of those objectives will be determined. Instructors are expected to share this information with students during the first-class meeting and to provide this information, no later than the second class meeting. Alterations to these arrangements will be posted in Canvas and must be designed to minimally inconvenience or disadvantage the students in the course. The grade of a student shall be based solely on the criteria known to all students in the class, and all such criteria shall apply to mastery of stated course objectives and competencies.

Simply put, the instructor cannot offer an alteration to the syllabus unless that alteration or option has been offered to all members of the class. This applies, for example, to extra credit, alternative assignments, and extensions to deadlines. The exceptions are related to extenuating circumstances as outlined above and via documented Disability accommodations from the Learning Center.

COURSE EXPECTATIONS:

Reading and Preparation:

- Students are expected to read the textbook and articles, and review any slides or videos included in the module.

Communication:

- You are expected to check your college email regularly (at least every other day) for any communication from your instructor, peers, or the college. Failure to do so could result in missed information about classes, assignments, etc. Please ask me if you'd like to know how to forward your student email to your personal email.

Attendance:

- Woody Allen said, "Eighty percent of success in life is showing up." Attendance in an online course is documented through the completion of assignments. As noted above, there are significant penalties for not completing assignments on-time. Three consecutive absences with no communication from the student is an indication that you have walked away from the class. This may result in an Administrative Failure and Withdrawal from the class. The instructor may recommend that the student withdraw from courses with absences exceeding 25% of the classes - 4 or more.

Professionalism:

Professional behavior is expected at work and it is important to develop good habits in business classes. Below are general work rules, slightly modified, to fit within a classroom environment. These General Work Rules are the minimum acceptable standards of conduct expected of all students. Any student who fails to adhere to these work rules or who violates such rules may be subject to disciplinary action up to and including dismissal. These rules are not intended to be all inclusive of the professional code of ethics, professional standards of practice, LRCC policies and standards, proper standards of conduct, or obligations of students, but will serve as a guideline for behavior.

- Possession, ingestion or distribution of alcoholic beverages and/or illegal or controlled substances at work sites is prohibited.
- Racial, ethnic, or sexual harassment of any person is prohibited.
- Firearms or weapons of any kind are prohibited on work sites.
- Students shall not conduct any personal business during working hours nor use phones to place or receive personal calls or text messages during class without instructor approval.
- Students unable to report for class shall call or email their instructor within one-half hour of the start of their scheduled class to provide the reason for their tardiness or absence.
- Students shall be at their assigned work places at the designated hour ready to work, and remain at work at all times in a fit physical and mental condition until the end of their class unless excused by their instructor.
- Students are required to work outside of class as directed.
- Students shall not refuse or fail to perform work assigned to them.
- A student shall not interfere with the productivity of other students nor cause any interruption of work.
- Sleeping or inattentiveness on duty is prohibited.
- Unauthorized tape recordings, videos, or photographing of students or the instructor is prohibited.
- Students shall comply with all State and Federal confidentiality laws and regulations and are prohibited from access, use or disclosure of service recipients' protected health information without proper authorization.
- Physical violence, verbal abuse, inappropriate or indecent conduct and behavior that endangers the safety and welfare of persons or property is prohibited. The professor reserves the right to dismiss any student due to disruptive or threatening behavior.
- **Cheating/Plagiarism** - No form of cheating or plagiarism will be tolerated. Anyone caught cheating/plagiarizing will receive a failing grade on the assigned work and/or the course.

It is my hope that this course meets your every expectation as a challenging, engaging, respectful learning experience. If you find this not to be the case, I would welcome the opportunity to address your concerns. This is not only a courtesy, it is a matter of process and procedure outlined in the LRCC Student Handbook. Should we fail to arrive at a mutually satisfactory understanding, you should refer the matter to my immediate supervisor, Carlene Rose, crose@ccsnh.edu.

Note: I reserve the right to make exceptions to any course policy stated in this syllabus due to the extenuating circumstances of a particular student. These exceptions include, but are not limited to, the onset or worsening of a serious or chronic mental or physical health condition, change in significant caring responsibility, family breakdown or the recent bereavement or serious illness of a close relative, being the victim of a serious crime or significant involvement in an on-going court case, a natural disaster, act of terror or conflict affecting the student's school/college, home or close family, approved learning accommodations. Documentation may be required in such circumstances. Work-related issues are generally not considered part of these exceptions.

Introduction to Business (BUS 130L)

ONLINE – Monday to Sunday

Class Schedule Spring 2020

Class	Date	In-Class Topics <small>A more complete description of activities is located in Canvas</small>	Reading/Assignments Due <small>Note: All assignments are due the night before the next class at 11:59pm unless otherwise indicated with a *.</small>
1	Jan-21 - Jan-26	Goods & Services & Factors of Production	Read Ch. 1.1 – 1.2 Course Introductions Course Requirements Checklist Week 1 Reflection
2	Jan-27 - Feb-2	Economics	Read Ch. 1.3 – 1.8, 15 & 17* Week 2 Reflection Bus. Deconstruct – Selection Bus. Deconstruct – Description Bus. Deconstruct – History
3	Feb-3 - Feb-9	Globalization & Ethics	Read Ch. 2 & 3* Week 3 Reflection Bus. Deconstruct – Ext. Factors Bus. Deconstruct – Factors of Production
4	Feb-10 - Feb-16	Entrepreneurship	Read Ch. 4 & 5* Week 4 Reflection Bus. Deconstruct – Social Resp.
5	Feb-17 - Feb-23	Exam 1	
6	Feb-24 - Mar-1	Management & Leadership	Read Ch. 6* Week 6 Reflection Bus. Deconstruct – Management
7	Mar-2 - Mar-8	Organizational Development & Motivating Employees	Read Ch. 7 & 9* Week 7 Reflection
8	Mar-9 - Mar-15	Human Resource Management & Labor/Management Relations	Read Ch. 8* Week 8 Reflection Bus. Deconstruct – Labor/Mgmt. Relations
9	Mar-16 - Mar-22	No Class – Spring Break	
10	Mar-23 - Mar-29	Production, Operations & Technology	Read Ch. 10 & 13* Week 9 Reflection Bus. Deconstruct – Prod. & Ops. Bus. Deconstruct – Technology
11	Mar-30 - Apr-5	Exam 2	
12	Apr-6 - Apr-12	Marketing Product & Promotion	Read Ch. 11* Week 11 Reflection Bus. Deconstruct – Cust. Segment
13	Apr-13 - Apr-19	Marketing Price & Place	Read Ch. 12* Week 12 Reflection Bus. Deconstruct – Marketing
14	Apr-20 - Apr-26	Accounting & Financial Management	Read Ch. 14 & 16* Week 13 Reflection Bus. Deconstruct – Financial Data & Performance
15	Apr-27 - May-3	Exam 3	All eligible late work must be turned in by this date
16	May-4 - May-8	Business Deconstruction Paper Presentations	Business Deconstruction Paper Due

NOTE: I reserve the right to modify assigned work as needed. Other work may be assigned for homework individually, on Canvas, or as in-class group work.

= Mandatory Attendance.

Rubrics

Exam

	A (10-9)	B (8)	C (7)	D (6)	F (<6)
Answer 2 points	Answer is correct and complete.	Answer is correct with one concept not included.	Answer is somewhat correct or more than one concept not included.	Answer is not really correct, but you seem to somewhat understand the concept.	Answer is incorrect. Points based on what I can determine of your knowledge of the topic.
Understanding 3 points	Shows an impressive knowledge of text/lecture.	Shows a good grasp of text/lecture.	Shows a satisfactory knowledge of text/lecture.	Shows little knowledge of text/lecture.	Shows minimal or no knowledge of text/lecture;
Support 3 points	Insightful main idea that is stated clearly and developed convincingly from start to finish.	Strong main idea convincingly developed in most of the essay.	Main idea stated and adequately developed.	Ideas poorly developed. May include factual errors about the text or show limited grasp of the material covered in lecture.	Answer exhibits one or more of the following: Doesn't address the assigned topic; Answer is incomplete or undeveloped.
Writing 2 points	Writing is consistently clear, correct, and fluent.	Writing generally clear and correct.	Writing reasonably clear and free of major errors.	Writing is frequently unclear or flawed by errors in the use of conventional written English.	Contains serious, repeated errors in the use of conventional written English.

Reflection Rubric

	A (10-9)	B (8)	C (7)	F (0)			
Identifies & explains ISSUES (40 points)	Clearly identifies and discusses main issues and successfully explains why/how they are problems or questions; and identifies embedded or implicit issues, addressing their relationships to each other.	Successfully identifies and discusses the main issues, but does not explain why/how they are problems or create questions	Identifies main issues but does not discuss or explain them clearly or sufficiently	Fails to identify, discuss, or explain the main problem or question. (OR) Represents the issues inaccurately or inappropriately.			
Applies CRITICAL THINKING (40 points)	Student effectively demonstrates ability to ask probing questions about the material, effectively uses information, an open mind, and draw conclusions.	Student misses one of the four factors or does not adequately address one or more of the factors.	Student misses two of the four factors or does not adequately address one or more of the factors.	Student fails to adequately address these factors.			
Uses proper grammar, usage, and mechanics – WRITING (10 points)	Response is well-written and free from any errors in grammar, usage, and mechanics. Where applicable, references are cited in current APA format.	Response is fairly well-written and has 2 or fewer errors in grammar, usage, and mechanics. Where applicable, references are cited with some current APA formatting.	Response has 3 or fewer errors in grammar, usage, and mechanics. Where applicable, references are minimally cited in current APA format.	Response has 4 or more errors in grammar, usage, and mechanics. Where applicable, references are not cited in current APA format.			
WORD COUNT Minimum word count of 400 words is met or exceeded	10 points 500 Words	9 points 499-450 Words	8 points 449-400 Words	7 points 399-350 Words	6 points 349-300 Words	5 points 299-250 Words	0 points <250 Words
	Note: failure to write an adequate number of words will likely result in a lower score in other areas as well.						
Note: Students may receive up to 10 additional points (5 each - Maximum grade 110) for responding to two student's posts. Reply posts must be at least 100 words and meet the criteria noted above. Reply posts are due no later than WEDNESDAY after the Sunday the posts are due. NO LATE REPLY POSTS WILL BE ACCEPTED.							

Business Deconstruction Paper

Category		Comments
REQUIREMENTS FOR EACH SECTION. A = 10-9 D = 6 B = 8 F <6 C = 7	<ul style="list-style-type: none"> All requirements met or exceeded Analysis is comprehensive and detailed; each point is explained in detail and evidence provided. Analysis is clear, engaging, and thorough. 	
Cover Page, Table of Contents, & The Executive Summary	<ul style="list-style-type: none"> Cover page: All information present, including name of business, logo, data, other information you feel is pertinent Table of contents: Includes each major section, page numbers; is organized and neat. Summary generated excitement, was brief, provided an overview of the business, and outlined main points. 	
The Company	<ul style="list-style-type: none"> Company Description Company History Company mission statement/vision Company location(s) Product and/or Services Factors of Production Description 	
External Environmental Analysis	<ul style="list-style-type: none"> PESTLE SWOT Description of industry (size, growth rates, nature of competition, history) Trends and strategic opportunities within industry Key competitors identified Effective analysis of competitors' strengths and weaknesses Potential future competitors Barriers to entry for new competitors identified 	
Social Responsibility	<ul style="list-style-type: none"> Analysis of the relationship to the community, ethical issues, legal issues. 	
Management and Ownership	<ul style="list-style-type: none"> Member(s) of management team were identified, and their qualifications and experiences described in a way that led credibility to the business. 	
Labor Management/ Relations	<ul style="list-style-type: none"> Analysis of the relationship between labor and management, unionization. Discussion of benefits and employee relations 	
Production and Operations	<ul style="list-style-type: none"> Provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services. 	
Technology	<ul style="list-style-type: none"> Discussion of the use of technology by the company within all functional areas. 	
Customer Segmentation & Marketing Strategy	<ul style="list-style-type: none"> Discussion of target market and market segmentation and positioning. Desired company and/or product image was described. Advertisement methods were described. 	
Financial Analysis	<ul style="list-style-type: none"> Analysis of the Balance sheet, Income statement and business ratios 	
WRITING QUALITY & ADHERENCE TO FORMAT GUIDELINES	<ul style="list-style-type: none"> Paper is well written and clear using APA guidelines and standard English characterized by elements of a strong writing style. Basically, free from grammar, punctuation, spelling, usage, or formatting errors. 	
PowerPoint (20 pts)	<ul style="list-style-type: none"> PowerPoint covering each of the major topics. Slides are appropriate, easy to read, use graphics when and where necessary, and follow word guidelines. 	
Presentation (30 pts)	<ul style="list-style-type: none"> A timed presentation to the class on the company. 	

OUTCOMES

Rationale: This course is designed as a survey course that will expose students to business terminology, concepts, and current business issues, with the intent of helping students develop a viable business vocabulary, foster critical and analytical thinking, and refine business decision-making skills.

Upon completion of the course, students will be able to:

I. Management Functions

- Analyze the management functions and their implementation and integration within the business environment.

II. Management Theories

- Analyze management theories and their application within the business environment.

III. Business Organization

- Analyze the organization of a business.

IV. Personal Management Skills

- Develop personal management skills to function effectively and efficiently in a business environment.

V. Ethics and Social Responsibility

- Examine the role of ethics and social responsibility in decision making.

VI. Human Resource Management

- Describe human resource functions and their importance to an organization's successful operation.

VII. Organized Labor

- Describe the role of organized labor and its influence on government and business.

VIII. Technology and Information Management

- Utilize information and technology tools to conduct business effectively and efficiently.

IX. Industry Analysis

- Analyze a business organization's competitive position within the industry.

X. Financial Decision Making

- Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.

XI. Operations Management

- Apply operations management principles and procedures to the design of an operations plan.

XII. Global Perspective

- Examine the issues of corporate culture and managing in the global environment.