

# LAKES REGION COMMUNITY COLLEGE

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

## COURSE SYLLABUS

<b><u>COURSE NO:</u></b>	BUS 1300L FX
<b><u>COURSE TITLE:</u></b>	Introduction to Business
<b><u>CREDITS:</u></b>	3
<b><u>SEMESTER:</u></b>	Spring 2022 – Flex Class Meetings: Virtual or in CAT, 215, Wednesday’s 6:00 – 8:45 PM
<b><u>INSTRUCTOR:</u></b>	Matthew T. Johnson, M.S., M.B.A, CAGS
<b><u>E-MAIL/PHONE:</u></b>	<a href="mailto:mjohnson@ccsnh.edu">mjohnson@ccsnh.edu</a>   Cell: (603) 387-3505
<b><u>OFFICE LOCATION:</u></b>	Turner Building, Room 230
<b><u>CONFERENCE HOURS:</u></b>	By Appointment
<b><u>PREREQUISITES:</u></b>	None

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

**COURSE FORMAT:** This course is a Flex Course. A flex course allows students to choose the format of delivery that best works for them, whether it be attending classes, virtually (and live) from home utilizing Zoom, or taking the class 100% online. Students need to select which mode they prefer when the course starts. Your instructor will assist you with this. If you have questions, contact the instructor for more information.

### **TEXT/INSTRUCTIONAL MATERIALS AND EQUIPMENT NEEDED:**

Introduction to Business (Waymaker Bundle)  
ISBN- 9781640872196

### **Getting Started with Waymaker:**

You will find a video and guide that walk you through how to access Waymaker and how to complete your readings and assignments here: [lumenlearning.com/gettingstartedwithwaymaker](https://lumenlearning.com/gettingstartedwithwaymaker)

### **Additional information about Waymaker:**

Waymaker is different from other course materials in these ways:

- There is no separate textbook. Everything you need is in the Canvas course, including an e-Book.
- The study plans in Waymaker will provide guidance on where to focus your attention. As you complete self-check questions, you will navigate to the ‘Show What You Know’ sections in the study plans, and quizzes, you’ll get feedback on which areas you need to read and study more.
- You can take graded quizzes multiple times. Quizzes help you learn. You can take your quiz at least twice; only the higher score will be recorded.

## Software Requirements:

- Google Docs
- Adobe PDF
- Microsoft Office Suite or Equivalent

## Browser and Operating System Requirements:

<https://www.ccsnh.edu/browser-and-operating-system-requirements/>

## CCSNH Online Resources:

<https://www.ccsnh.edu/online-resources/>

## 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

## GRADING:

Assignment	Points
Study Plans	80 Points
Weekly Assignments	250 Points
Discussions	90 Points
Quizzes	240 Points
Exams	400 Points
<b>Total</b>	<b>1,060</b>

## CLASSROOM EXPECTATIONS:

### Communication:

Students are expected to check their college email **regularly** for any communication from the instructor, peers, or the college. Failure to do so could result in missed information regarding changes to the course schedule, assignments, etc. College email will be the only email service used by the instructor. Due to cyber security precautions, if email is disseminated by the student to the instructor with a non-CCSNH email service, there will be no guarantee that the instructor will respond.

### Attendance:

- Successful college students attend class regularly. Most failures dropped courses and poor grades result from poor attendance. Attendance in all classes is required. You will be expected to be in class **on time** every week, whether we are meeting virtually. Absence for any portion of scheduled class time may constitute an absence. If you are taking the class as a 100% online class, your weekly login and submission of work will determine your attendance, as well as your participation in any weekly discussion board.
- If you are going to be absent, you are expected to notify me (prior to class if possible). **NOTE: Three consecutive absences or weeks with no login to Canvas and with no communication from the student is an indication that you have walked away from the class. This could result in an Administrative Failure and Withdrawal from the class.**

### Assignments/Late Policy:

- All homework is expected to be completed by the due date to ensure quality discussion and participation. Due dates for assignments are listed in the attached class schedule and will be announced in class and/or posted on Canvas. Please note if you are absent from class, you are still expected to turn the work in when it is due. Do not expect to turn it in at the next class meeting without losing points.
- Assignments are due on the due date. Work submitted beyond the due date (this includes exams, projects, homework, etc.) will be subject to the automatic point deductions.
- All assignments must be posted to Canvas.

- All assignments must be typed AND checked for spelling and grammar.

**Other:**

- Please refrain from using profanity or otherwise inappropriate language.
- Cell phone use in class is not allowed at any time in class. Please silence your phone before coming into the class and make any necessary communication outside of the classroom.
- Side conversations during lecture or class discussions are distracting and unappreciated.
- Smoking of any kind is prohibited in the building, which includes e-cigarettes.
- I reserve the right to dismiss any student due to disruptive or threatening behavior.
- No form of cheating or plagiarism will be tolerated. Students caught cheating/plagiarizing will receive an automatic failure for the assignment, exam or project.
- Students must abide by all CCSNH policies at all times; click the follow link to view these policies:  
<https://www.ccsnh.edu/about-ccsnh/policies/>

**COURSE OUTCOMES/COMPETENCIES:**

1. Explain the role of business in society, the primary functions within a business, and external forces that affect business activities
2. Explain fundamental economic principles and describe how they shape the business environment
3. Describe the characteristics, opportunities, and challenges of the global business environment
4. Explain the institutions and markets that comprise the financial system, and explain how they impact the economy and the money supply
5. Summarize the role of the legal system in governing and shaping the climate for business
6. Explain the importance of business ethics and corporate social responsibility
7. Distinguish among the forms of business ownership
8. List and describe the key components of a business plan and discuss the role of entrepreneurship in small business
9. Describe the primary functions, responsibilities, and skills of effective leadership and management
10. Apply common motivational theories in business settings
11. Explain the importance of teamwork and effective communication in a business environment
12. Explain how operations management contributes to organizational success
13. Explain the key components of the marketing function
14. Explain how organizations use the marketing mix to market to their target customers
15. Apply functions of human resource management in planning, recruiting, and managing a workforce
16. Calculate the break-even point, where profit will be equal to \$0, using information from financial statements

**LEARNING ACTIVITY GUIDE:**

Because this is a Flex Course, I will be posting all course materials on Canvas. I will post the weekly materials in a new module a week before a new week begins. Each week will begin **Monday and will end on Sunday at 11:59 PM**. At this time, **ALL** assigned work for the week (readings, analysis of slides and presentations, assignments, quizzes exams) will be due, unless noted otherwise.

**Note: All students, regardless of the course format will submit their work on Canvas only, i.e. all workpapers are digital, including exams.**

**Weekly Participation:**

Students will be responsible for participating in a weekly participation discussions within each module. Students will post substantial discussion board responses to all instructor discussion questions with a word count not below 125 words. Students will submit an original post as well as respond to a minimum of one (1) classmate for each discussion posted. "I agree" does not constitute a viable or acceptable response. Student responses will be substantial in nature and demonstrate knowledge of the subject matter we are studying during that particular

week, and when possible, connect other weeks' learning to demonstrate a cumulative understanding of the course material.

**Weekly Assignments & Quizzes:**

Each week students will be assigned assignments and quizzes incorporating the material covered in the assigned chapter. Assignments may include cases, problems, questions, and problem analysis. Grades will be assessed by the effort shown

**Exams:**

During this course, students will be assigned a total of two (2) exams, a mid-term and a final exam. Exams may be published in a varied format including multiple choice, T/F, technical problems, and essay questions. All exams are open book and open note and will be completed independently. Exams will be assigned on Canvas only i.e., there will not be live exams in class.

**COURSE SCHEDULE:**

See next page.

**Note: all course content is module based. This remains the same whether your virtual or online only. All modules are housed on Canvas, and it is the responsibility of the student to monitor Canvas activity accordingly.**

**All targeted below map accordingly to the Course Outcome/ Competencies section found above, earlier in this syllabus.**

*A\* next to the dates indicates a Monday Holiday where we will not be meeting; however, course requirements may be assigned.*

Module and Dates	Module Objective	Activities	Targeted Outcomes
<p align="center"><b>*Week 1</b></p> <p><b>January 18- January 23</b></p>	<p>Role of Business</p>	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: The Stakeholders of Salty Pawz</li> <li>• Assignment: What does a Business Look Like?</li> <li>• Assignment: Functional Areas of Business</li> <li>• Quiz</li> </ul>	<p align="center">1</p>
<p align="center"><b>Week 2</b></p> <p><b>January 24- January 30</b></p>	<p>Economic Environment</p>	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: Supply and Demand at Salty Pawz</li> <li>• Assignment: Supply and Demand for Salty Pawz</li> <li>• Quiz</li> </ul>	<p align="center">2</p>
<p align="center"><b>Week 3</b></p> <p><b>January 31-February 6</b></p>	<p>Global Environment</p>	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: Sending Salty Pawz Global</li> <li>• Assignment: Taking Salty Pawz to the Global Market</li> <li>• Quiz</li> </ul>	<p align="center">3</p>
<p align="center"><b>Week 4</b></p> <p><b>February 7-February 13</b></p>	<p>Financial Markets and Systems</p>	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: Why Wanda Cares About the Federal Reserve- Or Does She?</li> <li>• Assignment: Show Wanda the Money</li> <li>• Quiz</li> </ul>	<p align="center">4</p>
<p align="center"><b>Week 5</b></p> <p><b>February 14-February 20</b></p>	<p>Legal Environment</p>	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: They Don't Sue Dog-Treat Companies Do They?</li> <li>• Assignment: Who is Suing Whom?</li> <li>• Quiz</li> </ul>	<p align="center">5</p>
<p align="center"><b>*Week 6</b></p> <p><b>February 21-February 27</b></p>	<p>Business Ethics and Corporate Responsibility</p>	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: It's Not Stealing if You Pay for it, is it?</li> <li>• Assignment: What They Don't Know Won't Hurt Me</li> <li>• Assignment: Business Ethics and Corporate Social Responsibility</li> <li>• Quiz</li> </ul>	<p align="center">6</p>
<p align="center"><b>Week 7</b></p> <p><b>February 28- March 6</b></p>	<p>Business Ownership</p>	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: Business Structure Does Matter</li> <li>• Assignment: Wanda's Business Ownership Options</li> <li>• Quiz</li> </ul>	<p align="center">7</p>

<b>Module and Dates</b>	<b>Module Objective</b>	<b>Activities</b>	<b>Targeted Outcomes</b>
<b>Week 8</b> <b>March 7- March 13</b>	Entrepreneurship	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: Am I An Entrepreneur?</li> <li>• Assignment: Today's Hottest Entrepreneurs</li> <li>• Quiz</li> </ul>	8
<b>*Week 9</b> <b>March 14- March 20</b>	<b>Spring Break – No Class, Mid-term Exam (Modules 1-8)</b>		
<b>Week 10</b> <b>March 21- March 27</b>	Management	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: How Does Wanda Manage</li> <li>• Assignment: One Owner, Many Hats</li> <li>• Quiz</li> </ul>	9
<b>Week 11</b> <b>March 28- April 3</b>	Motivating Employees	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: Why Isn't Jamie More Motivated?</li> <li>• Assignment: Motivating With Dog Treats?</li> <li>• Assignment: What's Empowerment Got To Do With It?</li> <li>• Quiz</li> </ul>	10
<b>Week 12</b> <b>April 4- April 10</b>	Teamwork and Communication	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: What You Heard Was Not What I Meant</li> <li>• Assignment: Teamwork at Salty Pawz</li> <li>• Assignment: Formal and Informal Communication</li> <li>• Quiz</li> </ul>	11
<b>Week 13</b> <b>April 11- April 17</b>	Managing Processes	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: How Things Are Made</li> <li>• Assignment: From Kitchen Baker To Operations Manager</li> <li>• Quiz</li> </ul>	12

<b>Module and Dates</b>	<b>Module Objective</b>	<b>Activities</b>	<b>Targeted Outcomes</b>
<b>Week 14</b> <b>April 18- April 24</b>	Marketing Function	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: Marketing Mix</li> <li>• Assignment: The Four P's of Gourmet Dog Treats</li> <li>• Quiz</li> </ul>	13
<b>Week 15</b> <b>April 25- May 1</b>	Human Resource Management	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion: People Won't Work for Dog Treats!</li> <li>• Assignment: Wanda's Hiring Approach, or How to be Sued in One Easy Lesson</li> <li>• Quiz</li> </ul>	14
<b>Week 16</b> <b>May 2- May 6</b>	Accounting and Finance	<ul style="list-style-type: none"> <li>• Study Plan</li> <li>• Discussion</li> <li>• Assignment</li> <li>• Final Exam (Modules 10-16)</li> </ul>	15

**Note:** *This syllabus and all its contents is subject to change, at the discretion of the instructor, without notice. Please ensure you are always referencing the most current version of the Syllabus.*