

## **BUS 101 – Introduction to Business Syllabus**

### **Fall 2017**

Section: #020, Tuesday and Thursday, AD131, 9am – 10:15am  
Tuesday, 8/29/17 – Thursday, 12/14/17  
No Class: Thursday, 11/23 (Thanksgiving Break)

Professor: Andrea Lynch  
Direct Phone: (609) 570-3652  
Email: [lyncha@mccc.edu](mailto:lyncha@mccc.edu)  
Office: **BS1321**

Office Hours: Monday and Wednesday, 12:00pm-1:00pm  
Monday and Wednesday, 3pm-4pm  
Tuesday and Thursday, 10:30am-12:30pm

### **COURSE MATERIALS:**

- Textbook: Title: Business Essentials 11<sup>th</sup> edition, ISBN: 978-0-13-412996-9  
Author: Ebert/Griffin  
Publisher: Pearson / Prentice Hall

### **GRADING:**

- A. Quizzes, homework, in-class assignments - (30%)
  - There will be an online quiz for each chapter. Quizzes will usually be due on Thursday's before the start of class.
  - There will be several small take-home projects.
  - In-class assignments will consist of written reflection of that class discussion.
- B. Class contribution project - (10%)
  - Students will make a 5 minute oral presentation on a current events topic at the beginning of an assigned class period. Students will select an article on a topic and reflect on the what, so what, now what aspects of the topic.
- C. Exams - (40%)
  - There is a midterm and final exam.
- D. Final project - (20%)
  - Students will work with as a team to develop a business plan for a newly formed company.

### **CATALOG DESCRIPTION:**

Survey course of the American business system. Includes forms of business ownership, financing, employee relations, marketing, motivation, management, the role of government, and international issues. Also covers workplace ethics, legal concerns, and the responsibility of the individual as worker and consumer.

### **Attendance Policy:**

It is expected that students attend and be on time for all class meetings; attendance is taken at the beginning of every class. 3 lates count as an absence. Extra credit points will be added to your final grade at the end of the semester for attending 90% or more of scheduled class meetings. It is the student's responsibility to make the faculty aware if they are going to be late or absent to a future class. Students are responsible for acquiring content that is covered, announcements made, and materials that may have been distributed in class if they are absent.

### **Assignment Policy:**

All assignments are expected to be handed in on the due date at the beginning of class. 10% will be deducted for assignments turned in late. No assignment will be accepted more than 2 weeks late.

### **Academic Integrity Statement**

Academic integrity is important to student success. Students who submit the work of another student as their own will be penalized. According to the student handbook, "A student who, a) knowingly represents work of others as his/her own; b) uses or obtains unauthorized assistance in the execution of any academic work; or c) gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized."

### **Classroom Conduct Statement**

The college welcomes all students into an environment that creates a sense of community and pride and respect; we are all here to work cooperatively and to learn together. Students must follow ordinary rules of courtesy during class sessions. Engaging in private conversations, texting, answering a cell phone, sleeping, or other disruptive behavior during class time will not be tolerated.

Grades will be assigned in accordance with the following:

<b>Letter grade</b>	<b>Nominal %</b>	<b>QPA quality points</b>
<b>A</b>	<b>93-100</b>	<b>4.0</b>
<b>A-</b>	<b>90-92</b>	<b>3.7</b>
<b>B+</b>	<b>87-89</b>	<b>3.4</b>
<b>B</b>	<b>83-86</b>	<b>3.0</b>
<b>B-</b>	<b>80-82</b>	<b>2.7</b>
<b>C+</b>	<b>77-79</b>	<b>2.4</b>
<b>C</b>	<b>70-76</b>	<b>2.0</b>
<b>D</b>	<b>60-69</b>	<b>1.0</b>
<b>F</b>	<b>0-59</b>	<b>0.0</b>
<b>S</b>	<b>70-100</b>	<b>NA</b>
<b>NC</b>	<b>0-69</b>	<b>NA</b>

**First Semester Students** A coach has been assigned to assist you with navigating your first semester in college. They help with understanding how Mercer works, finding appropriate help with course work, and establishing academic goals. Visit [www.mccc.edu/coaching](http://www.mccc.edu/coaching) to find your coach or Contact: Arlene Stinson, LB217, 570-3451, [SOAR@mccc.edu](mailto:SOAR@mccc.edu)

**Academic Advising after your first semester** Faculty advisors provide help with completing your major after your first semester. Meet your faculty advisors! Contact the division of your major to find out who is your faculty advisor.

Liberal Arts Division:	Debbie Stotland,	LA162, 570-3378,	<a href="mailto:Stotland@mccc.edu">Stotland@mccc.edu</a>
Business Division:	Doris Geck,	BS134, 570-3482,	<a href="mailto:Geckd@mccc.edu">Geckd@mccc.edu</a>
Math, Science, Health:	Barbara Pieslak,	MS126, 570-3383,	<a href="mailto:pieslakb@mccc.edu">pieslakb@mccc.edu</a>

**Use your “MyMercer” Portal!** Your “MyMercer” portal contains your MercerMail, financial information, class schedule, grades, and other information. Check your “MyMercer” portal every day! Visit [www.mccc.edu/mymercer](http://www.mccc.edu/mymercer) to access your portal.

**Tutoring support** Academic support services are free and available for all students. Drop in or contact the following to make arrangements:

Charles Haas, [wwlearningcenter@mccc.edu](mailto:wwlearningcenter@mccc.edu)  
(WWC), LB 214, 570.3455  
(JKC), KC311, 570-3128,

**Reasonable Accommodations for Students with Documented Disabilities** Mercer County Community College is committed to ensuring the full participation of all students in all activities, programs and services. If you have a documented differing ability or think that you may have a differing ability that is protected under the ADA and Section 504 of the Rehabilitation Act, please contact Arlene Stinson in LB 216 [stinsona@mccc.edu](mailto:stinsona@mccc.edu) for information regarding support services. If you do not have a documented differing ability, remember that other resources are available to all students on campus including academic support through our Academic Learning Center located in LB 214.

**Career and Transfer Center** Planning to go to work or to transfer to a 4-year college after completing your Mercer degree? Contact the Career and Transfer Center for support and advice.

Laurene Jones (WWC), SC201, 570-3307, [jonesl@mccc.edu](mailto:jonesl@mccc.edu)  
Kimberley Bowser (JKC), KC216, 570-3110, [bowserk@mccc.edu](mailto:bowserk@mccc.edu)

**Counseling Services** Are you experiencing personal challenges, feeling overwhelmed? Are you having stress and anxiety? Counseling services are available free of charge.

Dorothy Gasparro (Counseling services), SC239, 570-3354, [gasparrd@mccc.edu](mailto:gasparrd@mccc.edu)

**Veteran’s Services** If you are military, veteran, or family member, we offer free support for you.

John Becker, SC220, 570-3240, [vets@mccc.edu](mailto:vets@mccc.edu)

**Important Fall 2017 dates** for complete list, visit [www.mccc.edu/news\\_calendar\\_academic](http://www.mccc.edu/news_calendar_academic)

9/1/17 – Last day for 100% refund for 15-week class

11/10/17– Last day to withdraw from 15-week class

**BUS101-020, TTH, 9am-10:15am, A.Lynch, Fall 2017, WWC, AD131**

<b>Week</b>	<b>Dates</b>	<b>Tuesday</b>	<b>Thursday</b>
1.	T: 8/29 R: 8/31	<b>Welcome / Introductions</b>	Ch. 1 – US Business Environment
2.	T: 9/5 R: 9/7	Ch. 1 – US Business Environment	Ch. 2 – Business Ethics
3.	T 9/12 R: 9/14	Ch. 2 – Business Ethics	Ch. 3 - Entrepreneurship
4.	T: 9/19 R: 9/21	Ch. 3 - Entrepreneurship	Ch. 4 – The Global Contest of Business
5.	T: 9/26 R: 9/28	Ch. 4 – The Global Contest of Business	Ch. 5 – Business Management
6.	T: 10/3 R: 10/5	Ch. 5 – Business Management	Ch. 6 – Organizing the Business
7.	T: 10/10 R: 10/12	Ch. 6 – Organizing the Business	Ch. 8 – Employee Behavior
8.	T: 10/17 R: 10/20	Ch. 8 – Employee Behavior	Ch. 9 – Leadership and Decision Making
	T: 10/17 T: 10/24	<b>MIDTERM EXAM PERIOD</b> <b>Chapters: 1-6, 8</b>	
9.	T: 10/24 R: 10/26	Ch. 9 – Leadership and Decision Making	Ch. 10 – Human Resource Management
10.	T: 10/31 R: 11/2	Ch. 10 – Human Resource Management	Ch. 11 – Marketing Processes and Consumer Behavior
11.	T: 11/7 R: 11/9	Ch. 11 – Marketing Processes and Consumer Behavior	Ch. 12 – Developing and Pricing Products
12.	T: 11/14 R: 11/16	Ch. 12 – Developing and Pricing Products	Ch. 13 – Distributing and Promoting Products
13.	T(R):11/21 R: 11/23	Ch. 13 – Distributing and Promoting Products	<b>THANKSGIVING – NO CLASS</b>
14.	T: 11/28 R: 11/30	Ch. 15 – The Role of Accountants and Accounting Information	Ch. 15 – The Role of Accountants and Accounting Information
15.	T: 12/5 R: 12/7	Ch. 16 – Understanding Money and the Role of Banking	Ch. 16 – Understanding Money and the Role of Banking
16.	T: 12/12 R: 12/14	<b>Final Project Presentations</b>	<b>Final Project Presentations</b>
17.	R: 12/7 R: 12/14	<b>FINAL EXAM PERIOD</b> <b>Chapters: 9-13, 15, 16</b>	