Mercer County Community College
Division of Business and Technology

BUS 101 – Introduction to Business

Syllabus

Spring 2014

SECTION: #020, T&TH (AD131), 9:00am-10:15am
No Class: 3/18 and 3/20 – Spring Break

Professor: Andrea Lynch **Web Page: www.mccc.edu\~lyncha**
Phone: (609) 570-3652
Email: lyncha@mccc.edu

Office Hours:

Monday	**12:30 - 2:30pm**	**KC327**
Tuesday	**10:30 - 2:30pm**	**BS109**
Wednesday	**12:30 - 2:30pm**	**KC327**
Thursday	**10:30 - 2:30pm**	**BS109**

COURSE MATERIALS:

- Textbook: Title: Business Essentials 9th edition, ISBN: 978-0-13-266402-8
  Author: Ebert/Griffin
  Publisher: Pearson / Prentice Hall
- Access code to MYBIZLAB – course id: **lynch64429**

GRADING:

MYBIZLAB assignments	40% (400 points)
Attendance	30% (300 points)
Participation, homework, quizzes	10% (100 points)
Final project	20% (200 points)
	100%

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.

Note: The course outline is available online at www.mccc.edu by selecting Programs and Courses.

Workload:

There will be a variety of assignments for each chapter. All assignments are located in MYBIZLAB. You will need a computer and internet access to work in MYBIZLAB. The types of assignments include online tests, video observations, and online business simulations. These assignments are done outside of class and in preparation for class.

Attendance is taken each period. There will be in-class exercises, activities, and pop quizzes to further your develop understanding of material.

Lastly, you will have a final project which is similar to a business plan except you are the subject. You will be developing a personal portfolio and an oral presentation on a current topic as the final 20% of your grade.

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. On-time attendance is worth10 points, late is 6 points, and absent is 0. Students are responsible for acquiring content that is covered, announcements made, and materials that may have been distributed in class if they are late or absent.

Assignment Policy:

All assignments are expected to be handed in on the due date at the beginning of class. Late assignments will be deducted 10% each week they are late.

Academic Integrity Statement

Academic integrity is important to student success. Students who submit the work of another student 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.

Reasonable Accommodations for Students with Documented Disabilities

Mercer County Community College is in compliance with both the ADA and section 504 of the Rehabilitation Act. If you have, or believe you have, a differing ability that is protected under the law please contact Arlene Stinson in LB 216, call 570-3525, or email at stinsona@mccc.edu for information regarding support services.

Week	Dates	Tuesday	Thursday
1.	T: 1/21 TH: 1/23	Welcome / Introductions	Ch. 1 – US Business Environment
2.	T: 1/28 TH: 1/30	Ch. 1 – US Business Environment	Ch. 1 – US Business Environment
3.	T: 2/4 TH: 2/6	Ch. 2 – Business Ethics	Ch. 2 – Business Ethics
4.	T: 2/11 TH: 2/13	Ch. 3 - Entrepreneurship	Ch. 3 - Entrepreneurship
5.	T: 2/18 TH: 2/20	Ch. 4 – The Global Contest of Business	Ch. 4 – The Global Contest of Business
6.	T: 2/25 TH: 2/27	Ch. 5 – Business Management	Ch. 5 – Business Management
7.	T: 3/4 TH: 3/6	Ch. 6 – Organizing the Business	Ch. 6 – Organizing the Business
8.	T: 3/11 TH: 3/13	Ch. 8 – Employee Behavior	Ch. 8 – Employee Behavior
	T: 3/18 TH: 3/20	**Spring Break**	
9.	T: 3/25 TH: 3/27	Ch. 9 – Leadership and Decision Making	Ch. 9 – Leadership and Decision Making
10.	T: 4/1 TH: 4/3	Ch. 10 – Human Resource Management	Ch. 10 – Human Resource Management
11.	T: 4/8 TH: 4/10	Ch. 11 – Marketing Processes and Consumer Behavior	Ch. 11 – Marketing Processes and Consumer Behavior
12.	T: 4/15 TH: 4/17	Ch. 12 – Pricing, Distributing, and Promoting Products	Ch. 12 – Pricing, Distributing, and Promoting Products
13.	T: 4/22 TH: 4/24	Ch. 14 – Accounting Information	Ch. 14 – Accounting Information
14.	T: 4/29 TH: 5/1	Ch. 15 – Money and Banking	Ch. 16 – Managing Finances
15.	T: 5/6 TH: 5/8	**Final Projects Due**	Course Evaluation

Grade computation:

	Max points	Points earned
Chapter 1 – US Business Environment		
Video Exercise: Banc First: Economics & Banking	10	
Simulation Exercise: Supply and Demand	10	
Comprehensive Exam	10	
Attendance	20	
Chapter 2 – Business Ethics		
Video Exercise: Jones Soda: Social Responsibility	10	
Simulation Exercise: Ethics and Social Responsibility	10	
Comprehensive Exam	10	
Attendance	20	
Chapter 3 - Entrepreneurship		
Video Exercise: Wild Planet: The Entrepreneurial Spirit	10	
Simulation Exercise: Getting your Business off the Ground	10	
Comprehensive Exam	10	
Attendance	20	
Chapter 4 – Global Business		
Video Exercise: Mini: Globalization	10	
Simulation Exercise: Going Global	10	
Comprehensive Exam	10	
Attendance	20	
Chapter 5 – Business Management		
Video Exercise: Pizza Hut: Functions of Management	10	
Simulation Exercise: Plan for Success	10	
Comprehensive Exam	10	
Attendance	20	
Chapter 6 – Organizing the Business		
Video Exercise: MyGym: Organizing the Business	10	
In-Class Exercise	10	
Comprehensive Exam	10	
Attendance	20	
Chapter 8 – Employee Behavior		
Video Exercise: Whole Foods: Teamwork, Motivation	10	
Simulation Exercise: Team Management	10	
Comprehensive Exam	10	
Attendance	20	

Chapter 9 – Leadership and Decision Making

Video Exercise: Southwest Airlines: Leadership	10	
In-class exercise	10	
Comprehensive Exam	10	
Attendance	20	

Chapter 10 – Human Resource Management

Video Exercise: Patagonia: HR Management	10	
Simulation Exercise: HR Management	10	
Comprehensive Exam	10	
Attendance	20	

Chapter 11 – Marketing and Consumer Behavior

Video Exercise: Jones Soda: Marketing & Consumer Behavior	10	
Simulation Exercise: Product Development	10	
Comprehensive Exam	10	
Attendance	20	

Chapter 12 – Pricing, Distribution, Promotion

Video Exercise: Joby: Product Distribution	10	
Simulation Exercise: Pricing Strategies and Objectives	10	
Comprehensive Exam	10	
Attendance	20	

Chapter 14 - Accounting

Video Exercise: POPS Diner: Financial Information	10	
Simulation Exercise: OBM and Financial Statements	10	
Comprehensive Exam	10	
Attendance	20	

Chapter 15 – Money and Banking

Video Exercise: BancFirst: Financial Management	10	
Simulation Exercise: Adapting to the Economic Environment	10	
Comprehensive Exam	10	
Attendance	20	

Chapter 16 – Managing Finances

Video Exercise: Capital Advisors: Securities and Investments	10	
Simulation Exercise: Conducting a SWOT Analysis	10	
Comprehensive Exam	10	
Attendance	20	

Final Project	200	

Homework, Quizzes, participation		
Assignment 1	10	
Assignment 2	10	
Assignment 3	10	
Assignment 4	10	
Assignment 5	10	
Assignment 6	10	
Assignment 7	10	
Assignment 8	10	
Assignment 9	10	
Assignment 10	10	

Total possible class points:	**1,000**	

Number of points earned	Letter grade
930 – 1,000	A
900 – 929	A-
870 – 899	B+
830 – 869	B
800 – 829	B-
770 – 799	C+
700 – 769	C
966 – 699	D
0 – 599	F