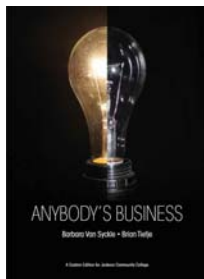


## Jackson College Department of Business

### BUA 100 Contemporary Business

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**Office Hours:** TBD  
**JetNet technical issues?** Email JC Solution Center or call (517) 796-8639



- **Required Access Code** to [www.MyBizLab.com](http://www.MyBizLab.com) is the required e-text for *Anybody's Business* Van Syckle/Tietje, Pearson 2014. You may purchase the access code directly from Pearson.
- **OPTIONAL print upgrade (meaning NOT required) is available inexpensively via access code @Pearson Store in MyBizLab. Buying a used copy? Be sure it contains all 20 chapters.**
- Waiting for financial aid? Go to MyBizLab.com and register for free 14 day immediate access for the e-text and simulations.

### Live Life, Learn Business

This is a good place to be if you ever plan on working sometime, anytime in your life. This course won't be like other courses where you daydream your way through class and try to memorize terms the night before the test. This is YOUR course—a course that's about YOUR life from day one. This text is your very own Business Road Map—minus all the stuffy, boring material that's usually crammed onto every page. Why? Well, because understanding business is about understanding things that really matter, in business and in life. Everything you learn in this course will affect your standard of living and quality of life, starting right now and lasting well in the future. So whether you want to start your own business, be a manager, or just live a good life, this course will prepare you for your journey--starting today.

*Live life. Learn business.*

### What is Contemporary Business?

As business speeds into the 21<sup>st</sup> century, new techniques, population shifts and shrinking global barriers are altering the world at a frantic pace. Learn about the range of business careers available and the daily decision, tasks and challenges that they face. Emphasis is placed upon developing a vocabulary of business terminology, teamwork, quality, social responsibility and cultural diversity. Understand how management, marketing, accounting and human resource management work together to provide ethical competitive advantages for firms. This knowledge can help you enhance your career potential.

### What are the Objectives of Contemporary Business?

- Provide a perspective on the concepts, principles, and operation of the free enterprise system;
- Compare capitalism, as an economic system, to other economic systems; (ADO 10)
- Compare advantages and disadvantages of sole proprietorships, partnership, and corporations;
- Explore the role of management in organizations, the acquisition of human resource, and the creation of a supportive work environment;
- Examine the marketing function and development of marketing strategies;
- Explore the role of financial management and the acquisition and use of funds;
- Examine the influence of environments created by labor, law, government, society, technology and the economy;

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- Identify the challenges of business in the global marketplace. (ADO 10)
- Articulates similarities to and differences from individuals from groups other than one's own. (ADO 10)
- Learns from and about individuals from groups other than one's own through social interactions. (ADO 10)

### What is the Goal of the Teaching - Learning Process?

"The basic goal of the teaching – learning process is *autonomy*, a term that includes intellectual initiative and creativity, the capacity to frame questions and problems, and the means to solve these problems."

"Among effective teachers, Plato is the spokesperson for the goal of *autonomy*. Problem solving extends discussion taking student autonomy to a higher level, **since part of the journey lies in the student discovery of the answer, and many answers, through higher levels of thinking.** Though the curriculum is carefully shaped by the professor the authority over the subject passes subtly to the student." Much of this journey lies in the student's participation in small groups, both within and outside of the classroom. Robert Case. "Plato's Premise: Fostering Student Autonomy." *Thought & Action*, XVIII, No.1&2 Fall 2002, pp 38-39.

The Board of Trustees of Jackson Community College has determined that JC graduates will develop certain skills while enrolled in the college. This course meets the criteria for ADO 10: Diversity. Each of the BUA 100 objectives is achieved through learning activities that include a significant amount of small group work, as well as primary research techniques of observation, surveys, focus groups, interviews, and secondary methods via Internet. Lecture, simulations, critical thinking scenarios, role playing, discussions, and self- reflection complete the learning strategies.

### How Do I Contact the Instructor via Email or Instant Message?

Send an email or IM and ***if you want a reply it is necessary to:***

1. **Put course # and section # in subject line** (BUA 100.150)
2. **Use a greeting, such as Hi MrsV and sign your name, such as Mary Smith.**  
***If these three items are not included, it is expected that you do not want a reply.***

These are common communication practices that demonstrate your good human relations skills. Our Business Advisory Council of community business leaders expects that you will have these abilities.

#### Follow the "Rule of Two Round-Trips."

After two back & forth emails or IMs call the instructor **TBD.**

Students remark how easy it is to clear things up quickly! **No response within 48 business hours?**

**Your message didn't go through perhaps because the required information was missing.**

### What are Student Responsibilities?

These **unchanging, non-negotiable, required responsibilities** are designed so that the student 1) takes responsibility for learning, 2) maintains ethical standards and 3) takes responsibility for communicating with the instructor sooner rather than later.

#### **THE UNBREAKABLE RULES:**

1. **Each student is expected to read all forum discussions.** In addition to keeping up with the class, this practice reduces the number of duplicated posts as we won't be asking and answering the same question repeatedly.
2. Follow the requirements in the **Academic Honesty document** posted in class. (JetNet)

3. **Late work receives a zero.** Due dates are posted and are firm.
  - a. **Extra credit is available for all students.** Do not ask for additional opportunities.
  - b. **Working ahead is always available.** Modifications must have medical or funeral documentation and requested **before** the assignment is missed.
4. **View the grade book & JC email account weekly. Grade issues must be reconciled within a week of grade posting.**  
**Waiting until the end of the semester will not result in a grade change for any reason.**
5. Points or dollars are earned for learning, not for effort or best intentions. Submit work with your best 1<sup>st</sup> effort as that is your only opportunity to do. **Note extra credit is built-in for each student. The built-in extra credit and working ahead are the provisions for unexpected situations or lack of planning. Do not ask for *additional* extra credit or makeup.**
6. **Appropriate business talk** is required in all communication: email, phone, forum, assignments.
7. **Select two classmates to be your contact for this class.** This should be your first contact if you need something related to class such as finding out what you missed if you were absent; or how to log into MyBizLab or to proof read your assignments and final exam.

### What is the Attendance Policy?

**Your participation and attendance is expected minimally two (2) times weekly.** Attendance is counted by your participation in Class Talk, taking weekly tests in JetNet, completing non-graded work of your choice in MyBizLab, to name a few. Your success will depend upon the time you spend in class. JCC administration and the federal government now require faculty to file attendance regularly throughout the term. Note the Course Calendar identifies GRD #1, GRD #2, and GRD #3 as to when each of these reports is due. Your report is available online.

**“H”**—the student needs “help” and a notification goes to the Center for Student Success.

**“V”**—the instructor “verifies” that the student is participating and doing acceptable work.

**“Q”**—the student is not participating or attending and the instructor believes they have unofficially withdrawn. A “Q” will result in an administrative interruption from the course. **\*\*\* If a student wishes to withdraw from the course it is the responsibility of the student to officially withdraw.**

### What is the rule about Late Work & Extra Credit?

There are no acceptable excuses for late work, including and not limited to technology problems, Internet access problems, and misunderstanding the syllabus. Work is available weeks in advance of due dates to accommodate work/family obligations. Bonus dollars may be earned (without guarantee) in forum if the post(s) build significantly to our intellectual capital as determined by the instructor.



### What is the “No Surprises” Grading System?

- Dollars/points earned can be viewed so you may determine your grade on any day of the term. Take roughly 70% of the dollars available so far to determine if you are passing.
- Quizzes will be graded automatically once submitted. **After the quiz has closed for the class, you may view incorrect/correct answers for 48 hours.**
- Assignments and projects will be individually graded and manually entered into the grade book.
- View the Course Calendar document for the assignment requirements and grading scale.
- Note extra credit opportunities offered within class. Do not ask for additional options.
- **Percentages are not used for grading so ignore the %s in JetNet.**
- If bonus dollars (BD) are awarded, itemize them by date and detailed reason you earned each one and submit one week before the end of the term to the instructor’s email.

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Assessments	
16 Tests @\$20	= \$320
5 Assignments @\$20	= \$100
Final Exam	= \$100
<b>Total</b>	<b>= \$520</b>

Grading Scale	
\$500 – \$465 = 4.0	\$374 – \$350 = 2.0
\$464 – \$425 = 3.5	\$349 – \$325 = 1.5
\$424 – \$400 = 3.0	\$324 – \$300 = 1.0
\$399 – \$375 = 2.5	below \$300 = 0.0

## How Do I Take Tests?

- ☞ There is one opportunity to take each test. **Clicking on the test is the commitment to complete that test.** Each quiz is timed. Students have found that this is sufficient to complete each test.
- ☞ Wonder if a test question has been scored correctly? **After the quiz has closed for the week for the class, you may view incorrect/correct answers for 48 hours.** E-mail the instructor evidence and include page number, text quote, and detailed explanation. **Testing is based upon text material, not student or instructor opinion.**
- ☞ The questions are primarily multiple-choice with a few true/false. According to Leigh Newman in **9 Rules for Life**: *“A lot of your life will be determined by multiple choices. There is a secret strategy behind “a, b, c or none of the above. One of the choices is a fake answer: one designed to look correct even though it is not. This will usually be the first answer you pick. If you immediately eliminate it instead, you will be left with three slightly wrong-looking but closer-to-right choices, significantly improving your chances of success. Once you have mastered this technique during testing, take it with you into the rest of your life.”*
- ☞ To get the most out of test taking, analyze the questions you got right as well as the questions you got wrong. Is there a pattern? Are you rushing through the question rather than taking time to understand the question? Are you hurrying to see the possible answers rather than trying to answer the question yourself, independently of the answers available?

## Is there “insider information” about online classes? Are there tips to make it easier?

- It may be surprising to learn how much of student **success depends directly upon the student.**
- **Writing and reading make up 96% of an online class.** Talking and listening are replaced by reading and writing. If you do not like to read and find it difficult to write, this online class is not for you.
- **The weekly time commitment for a three (3) credit online class to earn a 2.5 or higher:**
  - 3-5 hours completing the study plan in JetNet and studying in MyBizLab;
  - 1.0 hour taking two tests weekly in JetNet; 1.0 hour completing BizSkill assignments.
- Remember JetNet is where the class is located: MyBizLab is your personal study area with the e-text and business simulations to help you study. The only grading that takes place is in JetNet.
- **Schedule a quiet place** for class three (3) times each week as well as studying.
- **Talk with friends/employers about business** topics we study to reduce study time and memorization as well as increase retention.
- **Due dates are Fridays for online classes** as JetNet becomes overloaded Sunday nights. **We moved working in the text book to the second week to give you the preceding weekend to work.** The first week’s work and test is only based upon materials located on JetNet. **Begin your textbook work the first weekend in class: don’t wait.**
- Every year a group of students and faculty redesign the course using student feedback collected all year. **So all of the rules, assignments and guidelines were determined by students for students.**

## Notes

By continuing with this class, the student agrees to all conditions and requirements of the class as set forth in all parts of the syllabus and on the class web site, including but not limited to due dates, grading policies, methods of communication, academic honesty, attendance and all procedures and requirements. The syllabus and other documents may be modified by the instructor at any time throughout the course. Additional elements of the syllabus include Course Calendar, Academic Honesty document. --**The End**