

**COURSE SYLLABUS**  
**FALL SEMESTER 2017**  
BUSINESS ADMINISTRATION PROGRAM

**COURSE TITLE: CONTEMPORARY BUSINESS**

**COURSE NUMBER: BUA-100-PO2**

Credits: 3

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*Class Times & Location:*

*10/7/17 – 12/16/2017, Saturdays 7:45am-10:45 am*

*Cooper Facility*

*Instructor Information:*

*Dr. David Smith – smithdavidco1@jccmi.edu*

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**COURSE DESCRIPTION:**

As business speeds into the 21st 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 decisions, 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.

Prerequisites: ENG 085 and ENG 090

**COURSE OBJECTIVES**

The following goals have been set for your learning experiences in this Contemporary Business class. This class will:

1. provide a perspective on the concepts, principles, and operation of the free enterprise system.
2. compare capitalism, as an economic system, to other economic systems.
3. compare advantages and disadvantages of sole proprietorships, partnerships, and corporations.
4. explore the role of management in organizations, the acquisition of human resources, and the creation of a supportive work environment.
5. examine the marketing function and development of marketing strategies.
6. explore the role of financial management and the acquisition and use of funds.
7. examine the influence of environments created by labor, law, government, society, technology, and the economy.
8. identify the challenges of business in the global marketplace.

**RESOURCES**

TEXTBOOK: Ebert, Ronald, Griffin Ricky, Business Essentials (11th edition)

LIBRARY RESOURCES: Students are encouraged to use the library for research and to complete assignments when necessary.

## **GENERAL INFORMATION**

### Course Outcomes:

1. Provide a perspective on the concepts, principles, and operation of the free enterprise system;
2. Compare capitalism, as an economic system, to other economic systems;
3. Compare advantages and disadvantages of sole proprietorship, partnership, and corporations;
4. Explore the role of management in organizations, the acquisition of human resource, and the creation of a supportive work environment;
5. Examine the marketing function and development of marketing strategies;
6. Explore the role of financial management and the acquisition and use of funds;
7. Examine the influence of environments created by labor, law, government, society, technology and the economy;
8. Identify the challenges of business in the global marketplace.

## **SPECIFIC COURSE RULES**

Attendance Policy: HQV federal policy that JC follows

Your participation and attendance is expected weekly. Attendance is counted by your participation and signing of the attendance sheet. Your success will depend upon the time you spend in class. JC administration and the federal government now require faculty to file attendance regularly throughout the term and your report is available online. Note the Course Calendar identifies GRD #1, GRD #2, and GRD #3 as to when each of these reports is due.

“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.

This syllabus may be amended at any point during the semester. Changes to it will be announced in class and students will be responsible for adhering to those changes. Your grade will be based on the points you earn on exams, quizzes, assignments, projects, presentations, and participation. The grade points assigned are estimates and subject to modification. Exact due dates for assignments, tests, exams, etc. will be announced in class and are included on the Assignment Calendar located at the end of this document.

## **ACADEMIC HONESTY STATEMENT AND STUDENT CODE OF CONDUCT:**

Students are expected to maintain academic integrity and honesty in completion of all work for this class. Examples of academic dishonesty include but are not limited to:

Receiving or providing unauthorized assistance on exams

Using unauthorized material during an exam

Plagiarism (using materials from sources without citation)

Copying the work of someone else and submitting it as you own

The first instance of academic dishonesty will result (for all parties involved) in no credit for the assignment or exam. In addition, a student will be ineligible to complete any extra credit work for this class. Subsequent episodes will result in further disciplinary action, up to and including failure of the course. All students are expected to follow Jackson College's Student Code of Conduct. If you are unfamiliar with the code, it can be found at: <https://www.jccmi.edu/wp-content/uploads/StudentCodeOfConduct.pdf>

### **CLASSROOM PROCEDURES:**

1. It is the responsibility of the student to prepare for and attend all class sessions.
2. All students are required to have a textbook and bring it to every class.
3. Every student is expected to make a positive contribution to the class by joining in the discussions, asking questions or offering pertinent opinions on the subject matter being discussed.
4. When another student or the instructor is presenting or responding to a discussion question be courteous by listening. (don't hold side conversations with someone else). You may be asked to leave class if it continuously interrupts the learning process.
5. We will have 2 scheduled bathroom breaks during the class period. 5 minute break after the first hour of class. 5 minute break after the second hour of class.

### **COURSE COMPONENTS**

EXAMS: There will be two exams a midterm and a final exam will test students' understanding of the materials discussed in class and in the assigned readings.

CASE ASSIGNMENTS: Students will answer discussion questions from case applications assigned in the text. The goal is for students to apply the information discussed to these real-world situations to the concepts and principles presented in the course.

Presentations: Students will give brief presentations as part of a group and individually.

Assignments/Projects: Students may have projects that will engage them and put them in the shoes of a manager.

CLASS DISCUSSIONS/ PARTICIPATION/ACTIVITIES: Throughout the semester, students are expected to be prepared to discuss issues relevant to the course and to participate in team exercises. For these exercises, students will be required to be actively involved to receive credit – i.e. making substantive comments, answering questions, and preparing short presentations. Points will be awarded by the instructor based on individual and group participation. Students should bring

their textbook to class as part of their participation grade. Material for in-class assignments can be found at the conclusion of each chapter – see Ethics Dilemmas and Team Exercises.

#### GRADING

	<u>Percentage</u>
Assignments	20%
Quizzes	20%
Mid Term Exam	20%
In-Class Exercises/Discussions/Participation	20%
Final Exam	<u>20%</u>
<b>TOTAL</b>	<u>100%</u>

#### *NOTE:*

- Class attendance and participation in class discussion is expected and absences will affect your final grade.
- The due dates for assignments are non-negotiable and late work will be penalized.
- All assignments are to be professional in appearance and typed to receive full credit.

#### **COURSE POLICIES**

**CLASSROOM BEHAVIOR:** Classroom behavior that interferes with either the instructor's ability to conduct the class or the ability of students to benefit from the instruction is not acceptable. Students engaging in improper classroom behavior may have points deducted from their total points in the course, or, if the situation warrants, be reprimanded to the university's committee on student discipline.

**ACADEMIC HONESTY AND APPEALS:** Students are expected to maintain the highest standards of academic integrity. Behavior that violates these standards is not acceptable. Examples are the use of unauthorized material, communication with fellow students during an examination, attempting to benefit from the work of another student, and any other similar behavior defeats the intent of an examination or other class work. Cheating on exams, plagiarism, improper acknowledgment of sources in essays, and the use of a single essay or paper in more than one course without permission are considered very serious offenses and shall be grounds for disciplinary action as outlined in the current General Catalog.

**COURSE OUTLINE**      10-WEEK COURSE: SEMESTER

<b>Week</b>	<b>Assigned Reading</b>	<b>Deliverable</b>
<b>1</b>	10/07 /17 <b>Chapter 1</b> The US Business Environment <b>Laws of Demand and Supply</b>	In class discussion: Exercising your Ethics (Chapter 1) pg 30 Cases #2 Internet Radio pg 31
<b>2</b>	10/14 /17 <b>Chapter 2</b> Understanding Business Ethics and Social Responsibility <b>Chapter 3</b> Entrepreneurship, New Ventures, and Business Ownership	In class discussion: Team Exercise (Chapter 2) pg 65 Case #1 Late Fee pg 101
<b>3</b>	10/21 /17 <b>Chapter 4</b> Understanding the Global Context of Business <b>Chapter 5</b> Managing the Business	In class discussion: Exercising your Ethics (Chapter 4) pg 132 Case #2 Old and New is old pg 165
<b>4</b>	10/28 /17 <b>Chapter 6</b> Organizing the Business <b>Chapter 7</b> Operations Management and Quality	Case #1 Pushing the Product pg 194 In class discussion: Exercising your Ethics (Chapter 7) pg 233
<b>5</b>	11/04 /17 <b>Chapter 8</b> Employee Behavior and Motivation <b>Chapter 9</b> Leadership and Decision Making	Team Exercise pg 268 Case #2 Genius pg 299
<b>6</b>	11/11 /17 <b>Chapter 10</b> Human Resource Management and labor Relations <b>Chapter 11</b> Marketing Processes and Consumer Behavior	Team Exercise pg 333 Case #1 Brand pg 371 <b>Midterm Exam (Chapters 1-9)</b>
<b>7</b>	11/18 /17 <b>Chapter 12</b> Developing and Pricing Products <b>Chapter 13</b> Distributing and Promoting Products	Case #1 Singing tune pg 401 In class discussion: Exercising your Ethics (Chapter 13) pg 432
<b>8</b>	12/02 /17 <b>Chapter 14</b> Information Technology (IT) for Business <b>Chapter 15</b> The Role of Accountants and Accounting Information	Team Exercise pg 465 Case #1 pg 501
<b>9</b>	12/09 /17 <b>Chapter 16</b> Understanding Money and the Role of Banking <b>Chapter 17</b> Managing Business Finances	In class discussion: Exercising your Ethics (Chapter 16) pg 535 In class discussion: Exercising your Ethics (Chapter 17) pg 574 <b>Final Exam (Chapters 10-15)</b>
<b>10</b>	12/16 /17 Business Essentials Presentations	(Chapters 16-17)

Disclaimer: "The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course."