

BUA 100 - CONTEMPORARY BUSINESS

Section: BUA-100-PL1 SP2018 Thursday, 12:00 – 3:30 PM

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Office Hours: By appointment.

OVERVIEW

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 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.

COURSE OBJECTIVES

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 (ADO 10);
3. Compare advantages and disadvantages of sole proprietorships, 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;
9. Articulates similarities to and differences from individuals from groups other than one's own. (ADO 10);
10. Learns from and about individuals from groups other than one's own through social interactions (ADO 10).

REQUIRED TEXTBOOKS: **Business Essentials, 11th edition**
Author: Ebert & Griffin
ISBN: 9780134473635
Copyright Year: 2017
Publisher: Pearson

COURSE ACTIVITIES:

The list and descriptions below indicate the types of activities completed in our class. All of the course assignments and activities are included in the course calendar (provided by instructor.)

Late assignments (ANY REASON) will be accepted with a 50% deduction. The listing below

indicates how many points you earn for each activity. Review the Course Calendar below for due dates.

HOMEWORK (Short essays) (10 pts ea)

Your answers for the short essays should be no longer than 250 words (the equivalent of one page, double spaced). Do your best to answer the entire question in the max allowable space. The intent here is to take our learnings and place them in “real world” contexts.

CHAPTER QUIZZES (25 pts ea):

Each chapter will have a quiz. All quizzes are “open book” and will be completed outside of class.

ASSIGNMENTS (50 pts ea)

We will have assignments due during the course of the semester to a) reflect on our learning and b) to assist with the development of your business plan. These must be completed and will gauge your understanding of key concepts associated with contemporary business operations. See the end of the syllabus for detailed instructions for each assignment.

CLASS PARTICIPATION (10 pts):

Attendance is required to receive participation points.

FINAL EXAM (100 pts):

We will have a final exam that covers all assigned readings during this semester. While previous quizzes were open book, the final exam will be closed book. I will provide more information as we progress through the semester.

Activities: Tentative activities, which are subject to change:

12 quizzes = 300
9 homework essays = 90
Class participation = 10
4 assignments = 200
1 final exam = 100
Total = 700

Final Grade Scale:	<u>Points</u>	<u>Grade</u>
	630 – 700	4.0
	595 – 629	3.5
	560 – 594	3.0
	525 – 559	2.5
	490 – 524	2.0
	455 – 489	1.5
	420 – 454	1.0
	0 – 419	0.0

GRADING PROCEDURE

Your grade will be based on the points you earn on quizzes, assignments, class preparation 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 course calendar. In addition, class participation will be measured by your level of engagement during class. It is expected that each student engages in classroom discussions. The instructor reserves the right to adjust your final grade (+/- one letter grade) based on your level of engagement and participation.

PARTICIPATION and ATTENDANCE POLICY

JC administration and the federal government now require faculty to file attendance regularly throughout the term this is referred to as HVQ reporting. Your success will depend greatly on your participation in class, time spent completing assignments, and time practicing on the computer. Attendance will be reported periodically to the Registrar's Office. Definitions include: "H"—the student is not doing acceptable work and needs "help" to be successful, "Q"—the student has not participated/attended, and "V"—the instructor "verifies" that the student is participating/attending and doing acceptable work. **It is ultimately the responsibility of the student to withdraw from the course.** You should also contact your instructor when considering a withdrawal.

EXTRA HELP

If you need help with a topic, start with your fellow classmates. Ask questions and learn from each other. If you still need help with a topic, please ask your instructor! I am here to help you and want you to succeed.

STUDENT RESPONSIBILITIES

1. Follow the requirements in the Academic Honesty document posted in this class.
2. Attend all classes and be on time. If you are absent, you are still responsible for all information presented and for turning in any assignments that are due. Please remember to contact your "support" classmates for questions and missed information.
3. The student is responsible for the material covered in a missed class. Notify your instructor in advance if you are going to miss an exam and make arrangements to take that exam another time. Details on tests will be posted as the course progresses.
4. Participate in class activities and discussions in a responsible and considerate manner. Student discussion and questioning is encouraged.
5. Grade issues must be reconciled within the same week of grade posting. Waiting until the end of the semester will not result in a grade change for any reason.
6. Points are earned for learning, not for effort or best intentions.
7. All assignment will be hand written. It is the student's responsibility to ensure that all work turned in for grade is legible. If the instructor cannot read the content presented, a grade cannot be issued.
8. Appropriate business talk and written work (grammar, spelling and capitalization) are expected.

COLLABORATION

While JC encourages students to collaborate in study groups, work teams, and with lab partners, each student should take responsibility for accurately representing his/her own contribution. **File sharing is NOT collaborating; it is cheating and violates academic honesty policy!**

ACADEMIC HONESTY

Academic honesty is expected of all students. It is the ethical behavior that includes producing their own work and not representing others' work as their own, either by plagiarism, by cheating, or by helping others to do so. Please refer to the **Student Handbook for Student Rights and Responsibilities**.

CONSEQUENCES

Anyone caught cheating on an assignment or quiz will receive a zero for that project. If caught cheating more than once, the student will receive a zero for the class. All academic dishonesty violations will be reported to the Dean of Occupational Education.

CLASSROOM POLICY

Be respectful of your instructor and your peers. This is a learning community – and we all will learn something – so be positive and encouraging of those around you. Any behavior considered being disruptive, disrespectful, inappropriate, or threatening will be addressed by the instructor and/or security and/or the Dean of Students. Consequences may involve deduction of points/grade and/or may include removal from class.

ASSESSMENT

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. Lecture, simulations, critical thinking scenarios, role playing, discussions, and self- reflection complete the learning strategies. More information about assessment can be found here:

<https://www.jccmi.edu/assessmentofstudentlearning/>

TIPS!!!

1. It may be surprising to learn how much of student success depends directly upon you, the student.
2. We may not review every topic included in each chapter during our time together in the classroom. It is your responsibility to review the assigned readings to prepare for any quizzes and complete your assignments.
3. Writing and reading make up a significant portion of our class. At times, talking and listening are replaced by reading and writing. If you do not like to read and find it difficult to write, this class may not be for you.
4. The minimum time commitment expected for a three (3) credit class is two hours outside of class on readings and assignments for every scheduled class hour.
5. Schedule time and a quiet place for studying.

6. Unless otherwise specified, due dates for all assignments will be the following class session. All assignments will be collected at the start of the following week's class. Late penalties will be applied if work is not turned in at the start of class.

7. Every year a group of students, along with the instructor, design this course, using student feedback gathered throughout the year. *All of the rules, assignments and guidelines were determined by students for students.*

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, 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.

Assignment Rubric:

90 – 100%

Student demonstrates full grasp of the subject area. Depth of answer is appropriate for type of question asked and necessary support and evidence is given for answer. Student shows excellent understanding of the material. High levels of analysis, synthesis and evaluations used. Answer is accurate, legible and organized for optimum communication and free of spelling and grammar mistakes.

80 – 89%

Student demonstrates general understanding of the subject area but lacks advanced concepts. Student did not fully support answer with necessary facts and evidence but student shows a good understanding of the material. Moderate levels of analysis, synthesis and evaluations used. Answer is accurate with nominal level of errors in spelling, grammar, syntax or organization.

70 – 79%

Student demonstrates peripheral knowledge of the subject but did not answer specific question. Student shows some understanding of the material but did not support answer with necessary facts and evidence. Significant level of errors in writing mechanics or organization.

60 – 69%

Student's answer did not address question asked. Student made attempt at answer but missed the point of the question. Student's work meets bare minimum requirements in content and lacks some key understanding of the material. Document organization and/or mechanics are well below professional expectations.

< 60%

Does not meet minimum requirements in content. Work shows little understanding of material. Grammar, structure and spelling are not on college level.

ASSIGNMENT DETAILS:

As we progress through our course, we will be learning about the many components associated to the contemporary business world as well as some key parts of a business plan. While we will not be developing a final business plan, each assignment should be considered as a key component of running a successful business.

The following guidelines must be adhered to for all individual assignments:

- Hand written and legible
- Title page
- 2 to 3 pages (12 pt. double-spaced equivalent, about 500 to 750 words not including title page)
- Reference page (as required)

Assignment 1: “Starting your business”

Create an idea for a business by answering the following questions:

What type of business? Small, partnership, corporation?

Provide a good? A service?

What external environment do you foresee?

Address your factors of production

How do you feel the economic system where you plan to launch your business could influence you?

Initial thoughts on supply and demand strategy

Are there any ethical challenges?

Are you going to go global? Trade considerations? Cultural differences?

Assignment 2: “Organizing your business”

Determine how your business will be organized:

How do you plan on implementing the skills of management in your business?

What type of management structure do you want?

How many levels of management do you want?

Which areas of management do you think are needed?

Which management skills are necessary in your chosen industry?

Identify your initial strategy for your business

Develop your organizational structure / organizational chart

Determine your organization’s decision-making hierarchy

Describe your business’ operations plan

How will quality be controlled in your business?

Will you utilize a supply chain? If so, how?

Assignment 3: “The people in your business”

Determine how you will manage the people in your business:

What types of personality would be beneficial to your business? Detrimental?

How will you address good and poor performance?

How will you motivate employee?

Which leadership behavior do you think would be the best for your business?

What is your HRM strategy?

What are your staffing plans?

What type of selection process will you use to select the best employees?

Does your selected industry introduce any challenges to your HRM strategy?

Assignment 4: “Your marketing strategy”

Develop your initial marketing plan:

What value or utility will your business provide customers?

What is your CRM strategy?

What marketing environment considerations should you have?

What is your overall marketing strategy? (target market, research plan, consumer behavior considerations, and overall plan to satisfy buyer behaviors, etc.)

What features of your product or service will you emphasize?

What is your strategy / timeline for new products?

How will you set your initial price?

How will you get your product or service to your customer?

What is your advertising plan?

Tentative Schedule

Date	Discussion Topic - Reading	Assignments
7-Jun-18	Ch. 1 The U.S. Business Environment	Ch. 1 HW – Pg.31, 1-27. Ch. 1 Quiz
14-Jun-18	Ch. 2 Understanding Business Ethics and Social Responsibility, Ch. 3 Entrepreneurship, New Ventures, and Business	Ch. 2 HW Pg.67, Ch. 2 Quiz, Ch. 3 HW - Pg.102, 3-30, Ch. 3 Quiz
21-Jun-18	Ch. 4 Understanding the Global Context of Business, Ch. 5 Managing the Business	Assignment 1: "Starting your business", Ch. 4 Quiz, Ch. 5 HW - Pg.165, 5-33, Ch. 5 Quiz
28-Jun-18	Ch. 6 Organizing the Business, Ch. 9 Leadership and Decision Making	Assignment 2: "Organizing your business", Ch. 6 HW - Pg.195, 6-28, Ch. 6 Quiz, Ch. 9 Quiz
5-July-18	Ch. 10 Human Resource Management and Labor Relations, Ch. 11 Marketing Processes and Consumer Behavior	Assignment 3: "The people in your business", Ch. 10 Quiz, Ch. 11 HW - Pg.372, 11-32, Ch. 11 Quiz
12-July-18	Ch. 12 Developing and Pricing Products	Ch. 12 HW - Pg.401, 12-24, Ch. 12 Quiz
19-July-18	Ch. 13 Distributing and Promoting Products	Assignment 4: "Your marketing strategy", Ch. 13 HW - Pg.434, 13-28, Ch. 13 Quiz
26-July-18	Ch. 15 The Role of Accountants and Accounting Information	Ch. 15 HW - Pg.502, 15-31, Ch. 15 Quiz
2-Aug-18	Appendix 2 Business Law	Study for Final Exam
9-Aug-18	Final Exam	