

BUA 100 - CONTEMPORARY BUSINESS



Instructor: James Bender
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BUA-100-H40
2018 Fall (09/17-12/16/2018)
Lecture Monday 6:00 – 8:54 PM
W J Maher Campus room 102

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

- Provide an introduction to the components of today's contemporary business world to include:
 - Perspective on the concepts, principles, and operation of the free enterprise system;
 - Comparison of capitalism, as an economic system, to other economic systems;
 - Advantages and disadvantages of sole proprietorships, partnership, and corporations;
 - Exploration of the role of management in organizations, the acquisition of human resource, and the creation of a supportive work environment;
 - Examination of the marketing function and development of marketing strategies;
 - Financial management and the acquisition and use of funds;
 - Environments created by labor, law, government, society, technology and the economy;
 - Identify the challenges of business in the global marketplace.
- Learn from and about individuals from groups other than one's own through social interactions (GEO 5).

REQUIRED TEXTBOOKS:

- **Business Essentials (w/MyBizLab Access)** Edition: 12th
Author: Ebert
ISBN: 9780134473635
Copyright Year: 2017
Publisher: Pearson

Your course materials were included in the cost of your tuition and fees; therefore no textbook needs to be purchased. You will receive an access code from the instructor that will allow you to log into the courseware. Your subscription includes access to the MyLab course as well as access to the e-text. Hardcopies of the text can be purchased from the JC bookstore or directly from our publisher Pearson.

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REQUIRED TECHNOLOGY: You **must have** access to an Internet connected computer. You are also expected to have "**backup computer**" plans; at a friend's computer, a relative's computer, JC, or at a library. Establish computer plans in case your usual computer access is disrupted during the semester. The course will continue to move along regardless of whether your computer works or not. I provide instructional support, not computer support. It is your responsibility to establish and maintain technical connections. If your computer does not work for any period of time, **you are expected to find a way to do the work.**

COURSE ACTIVITIES (activities will be completed in MyBizLab):

The list and descriptions below indicate the types of activities completed in our class. All of the course assignments and activities are posted within the course calendar and posted in the announcements section of MyBizLab. Generally, each assignment is due on the 7th day of each week. **With very limited exceptions, early access to assignments will NOT be granted. Late assignments (ANY REASON) will be accepted with a 50% deduction.** If this is abused, I reserve the right to refuse late assignments. The listing below indicates how many points you earn for each activity. Please note the accumulative percentage scores in MyBizLab will be inflated if you skip assignments, because a zero will not be recorded until the end of class.

- **HOMEWORK (Simulations and short essays in MyBizLab) (up to 5 pts ea)**
 - Simulations and short essays are located in our MyBizLab course.
 - Go through the simulations as many times as necessary to 'get it'. These are hands-on activities to gain an understanding of the chapter concepts. You have unlimited attempts. **Getting started essay is 5pts**
 - 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. But remember, all submitted work must be properly cited if you use references and should be written academically (i.e., an introduction, body, and conclusion) with justifications for your responses.

- **CHAPTER QUIZZES (MyBizLab) (10 pts ea):**
 - Each chapter has a quiz. The study plan included in the MyBizLab weekly assignments will help prepare for this quiz. You will have two attempts for the quizzes associated with Chapters 1 and 2, but all remaining quizzes will only have a single attempt. All quizzes are "open book". You will have one hour to finish each quiz. To help you prepare for each quiz, complete the study and "practice" before the quiz. You must complete the weekly study plan for each chapter for the quiz to become available.

- **REFLECT ASSIGNMENTS (Study Plan MyBizLab) (25 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.

FINAL EXAM (MyBizLab) (100 pts)

- We will have a final exam that will cover all reviewed material. I will provide more information on this exam during our course.

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- **FINAL PROJECT (Course project: Business Plan) (100 pts):**

- During the course, you will be working on elements found in a typical business plan. This final project will integrate these assignments and offer you the opportunity to present your business plan to your classmates acting as your potential stakeholders. I will provide details on this midway through the class.

Activities: Tentative activities, which are subject to change:

Quizzes =	150
Homework assignments =	50
Final exam =	100
4 Home Work reflect writing =	100
1 Present project =	100
Total =	500

Scale:

Percentage	Grade
93 – 100	4.0
88 – 92	3.5
82 – 87	3.0
76 – 81	2.5
70 – 75	2.0
64 – 69	1.5
58 – 63	1.0
52 - 57	0.5
Below 52	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 and/or via the MyBizLab discussion board. As applicable, it is expected that each student engage in classroom discussions and/or discussion forums. For the online discussion forums and when a question is posed (will be announced via the course announcements page), each student should respond to the initial question posed and respond to at least two classmate responses. Your response should promote the conversation, not simply state your agreement. Proper online etiquette and professional business communication is required. The instructor reserves the right to adjust your final grade (+/- one letter grade) based on your level of engagement and participation.

HOW DO I CONTACT THE INSTRUCTOR?

Please contact me before or after the class sessions and in writing with the following information:

1. Use your JC email so that I know the request actually came from you.
2. Put the course name and section in the subject line (e.g., BUA 100.H71);
3. Use a greeting that includes my name and sign with your name;
4. Be sure to include a specific question and/or a message with complete information;
5. Use proper business etiquette and terminology in all of your email communications (i.e., no jargon or “text-like” communication);

These are common communication practices that demonstrate your good human relations skills and offer you the opportunity to practice your newly develop business acumen. Our

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Business Advisory Group of business leaders in the community expects that you will have these abilities.

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 report is available online. Your success will depend greatly on your participation in class and time spent preparing for and completing assignments. 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

- Follow the requirements in the Academic Honesty document posted in this class.
- Read assigned chapters before coming to class. Assignments will be due in accordance with the course calendar.
- 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.
- The student is responsible for the material covered in a missed class. Notify your instructor in advance if you are going to miss a class and make arrangements to make up any missed work.
- Participate in class activities and discussions in a responsible and considerate manner. Student discussion and questioning is encouraged.
- View the grade book weekly and JC email account weekly. 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.
- Points are earned for learning, not for effort or best intentions.
- **As applicable, all assignment must be typed using Times New Roman or Arial typeface, either 11 or 12 font size, double spaced, with references properly cited.**
- 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

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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. 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. More information about assessment can be found here:

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

TIPS!!!

- It may be surprising to learn how much of student **success depends directly upon you, the student.**
- **Find a “study buddy.”** Your “study buddy” will help to remind you of upcoming assignments and can serve as a class teammate to address ideas and concerns.
- 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.
- **Writing and reading make up a significant portion of our class, especially for the online version of BUA100 where it is estimated that 96% of your time will be taken up by reading and writing.** 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, either in person or online, may not be 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 chapter study plan and assigned readings in MyBizLab;
 - 1.0 hour for each chapter quiz in MyBizLab;
 - 1.0 hour to complete weekly homework;
- Remember that MyBizLab is where the class is actually located. MyBizLab is your personal study area with the e-text, study plan, and homework to help you study and be successful in class. Grading will occur in MyBizLab.
- **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.

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- **Due dates for all assignments are on the 7th day of each week by 11:59ET.** We moved working in the textbook to the second week to give you the preceding weekend to work. **Begin your textbook work as soon as possible: don't wait.**
- Every year a group of students, along with the instructor, design this course, using student feedback gathered throughout the year. ***So 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 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.

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Assignments Rubric

Grade	Evaluation
A	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.
B	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.
C	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.
D	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.
F	Does not meet minimum requirements in content. Work shows little understanding of material. Grammar, structure and spelling are not on college level.

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

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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. Each individual assignment will contribute to your final business plan.

The following guidelines must be adhered to for all individual assignments (does NOT apply to the final project):

- Times New Roman or Arial type, font size 11 or 12, double spaced
- Title page
- 2 to 3 pages (not including title page)
- Reference page (as req'd)

You will be addressing as many of these prompts as possible. Depending on your selected business, some of the below questions may not apply. These questions are offered to help you begin each assignment and ensure you are addressing as many concepts as possible.

Study Plan

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?

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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 are your 4 P's?
- 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?

Final Project: “Business Plan Proposal”

From the four assignments created throughout the course, synthesize them into a business plan proposal presentation. This presentation should be created using productivity software (e.g., MS Power Point, Keynote). You should not exceed seven “slides”:

- Slide #1: Title page
- Slide #2: Introduction
- Slide #3: Business idea
- Slide #4: Company's organization
- Slide #5: Human resources strategy
- Slide #6: Marketing plan
- Slide #7: Final thoughts

During the **November** class meetings of our course, you will have the opportunity to present your business plan to the class. During this presentation, your classmates will act as potential customers and/or stakeholders. You should approach the presentation as you trying to get “buy in” from your customers or trying to convince your stakeholders to invest in your idea. You will have up to ten minutes to present your proposal and then we will have a five-minute Q&A. You should expect questions like "what are your plans for expansion?" or "what is the total amount of capital you require" or “when would you expect to breakeven?” during the Q&A session. You will be able to respond to these questions and apply what you’ve learned to present a cohesive proposal.

Your grade for this final project will be based on your original, uploaded presentation and your participation during the presentation. Your grade will be based on: 75% for your proposal presentation, 25% on your participation level.

Meeting dates for Fall 2018: 9/17, 10/1, 10/15, 10/29, 11/12, 11/26, 12/10/18