

BUA100: Contemporary Business

BUA100.150

Spring 2020

Number of Credits: 3.0

Days Class Meets: online

Meeting Times: online

Location: online

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Office Hours: online

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. This course will offer the student an overview of the concepts required for managers and leaders to promote the success of today's contemporary business to include management, leadership, human resource management, marketing, business law, and finance. Finally, this course will offer each student the opportunity to explore the many components of a business plan as they develop their own business ideas and create a personalized business plan.

Prerequisite(s)

CIS 095, ENG 085, and ENG 090

Course Goals

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:

- Identify the US economic system and how it relates to businesses
- Differentiate between the different types of organizations found within the US
- Classify the factors that influence business success by the external environment and an organization's factors of production
- Recognize and list the challenges of managing an organization
- Determine and select the best method to recruit, hire, and train a workforce
- Summarize the marketing environment and how it affects the organization
- Recognize the basic financial formulas organizations use to determine an organization's financial health

Textbook

- **Foundations of Business** Edition: 6th
Author: Pride, Hughes, Kapoor
ISBN: 978-1-337-38692-0
Copyright Year: 2019
Publisher: Cengage

Text Book Zero!

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Once you determine the subscription length that best fits your needs, printed copies of this text are available for rent from the JC bookstore or directly through Cengage.

Extras

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**. Do you need access to the Microsoft suite of products for your assignments? You have access with your JC email account!

- Navigate to office365.com
- Click "for home"
- In the upper right, log in with your JC email
- Use you JC email to log in. The page will take you to a new link where you can type in your JC email password
- Click "sign in"
- Now click "word" or "powerpoint" (whichever program you need)
- Once you are done with your assignment, you can "save as", and then upload your word document to the MyLab link

Grading Procedure

Grades and all relevant information are available to students via the course JetNet site. Item points, weighting, and assignment due dates are all listed on the site.

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 JetNet 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 posted 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.

FINAL GRADE

The grade points assigned are estimates and subject to modification. Your final grade will be based on the points you earn on quizzes, assignments, class preparation and participation.

Your final grade in our course is directly related to your amount of effort in our course. Historically speaking, students that are engaged, prepared, complete assignments on time, and put forth effort for each quiz and assignment have done well in our course. Thus, your final grade is dependent on you. In addition, it is up to each student to keep track of our course calendar and any missing assignments. Missing assignments can severely influence your final grade and this effect may not be "seen" until the midterm or the final grade (see comments above).

Class Activities (to be completed in JetNet):

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 JetNet. 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 (written work only, does not include tests or quizzes) will be accepted with a 50% deduction (FOR ANY REASON).** For example, if you score a 90% for your assignment, your final grade would be inputted as a 45% for being late. If this is abused, I reserve the right to refuse late assignments.

Please note: All late work must be submitted no later than 7 days prior to the end of the semester. For example, if you missed an assignment in Week 2, you have until 7 days prior to the semester ending to submit that assignment with the late penalty.

The listing below indicates how many points you earn for each activity:

- **WEEK 1 ACTIVITIES (up to 20 pts)**
 - More information on these activities will either be reviewed in class or will be sent to you via email.
- **HOMEWORK (up to 20 pts per week)**
 - Activities are located in our JetNet course.
 - For the chapter reflections, you should be reflecting on the proposed question and offering your own insight. Each essay must follow the directions found within the JetNet instructions.
 - For weeks with a discussion, you must post your initial reply to the question by day 4 of our week and posts to at least two classmates by day 6 of the week.
- **ESSAYS (50 pts ea)**
 - We will have two 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.
- **EXAMS (100 pts ea)**
 - We will have a mid-term and final exam that will cover all reviewed material. I will provide more information on these exams during our course.

Activities: Tentative activities, which are subject to change:

Week 1 =	20
Homework =	100
Essays =	100
<u>Exams =</u>	<u>200</u>
Total =	420

Grading Scale

<u>GPA</u>	<u>GRADE RANGE</u>
4.0	93 - 100%
3.5	88 - 92%
3.0	82 - 87%
2.5	76 - 81%
2.0	70 - 75%
1.5	64 - 69%
1.0	58 - 63%
0.5	52 - 57%
0.0	0 - 51%

Academic Honesty Policy

Academic Honesty is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so.

Plagiarism is defined as the failure to give credit for the use of material from outside sources.

Plagiarism includes but is not limited to:

- Submitting other's work as your own
- Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation

- Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

Cheating is defined as obtaining answers/material from an outside source without authorization.

Cheating includes, but is not limited to:

- Plagiarizing in any form
- Using notes/books/electronic material without authorization
- Copying
- Submitting others' work as your own or submitting your work for others
- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical
- Allowing your work to be submitted by others

Failure

Anyone caught cheating on an assignment or quiz will receive a zero for that task. 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 Business and Human Services.

Course Management

It is the responsibility of each student to manage their progress through the course. If circumstances arise beyond the control of the student, it is imperative that the circumstances be communicated to the instructor. You should be monitoring your grade throughout the semester. Waiting until the final week or the day after the conclusion of our course is not the time to assess your overall performance. Finally, at the conclusion of our course it is unacceptable to ask for a "bump up" in your grade. If you monitor your own performance and do your best, a "bump up" is not required. Again, your success is up to you.

For course withdrawals, **it is ultimately the responsibility of the student to withdraw from the course.** Simply not attending class will not classify as a withdrawal. You should also contact your instructor when considering a withdrawal.

If you are unable to complete the course due to extenuating circumstances, please refer to your academic catalog for specific qualifications and details related to an "incomplete" grade.

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. Lastly, tutors (plus additional services for academic success) can be accessed by calling 796-8415 or by stopping by the Center for Student Success (see this link: <https://www.jccmi.edu/center-for-student-success/tutoring-center/>). Students requiring special assistance (including those affected by the Americans with Disabilities Act) should contact the Center for Student Success. This is the first step in acquiring the appropriate accommodations to facilitate your learning.

It is important to contact a Center for Student Success professional prior to the start of the semester in order to receive accommodations in a timely manner. While we will make every effort to coordinate accommodations in a timely manner, failure to self-identify prior to the start of the semester may delay notification to instructors and timeliness of acquiring accommodations. Accommodations do not automatically carry over to the next semester.

<https://www.jccmi.edu/center-for-student-success/accommodations-for-students-with-disabilities/>

Calendar

The course calendar is below.

Please note, calendar timelines and assignments are an approximation and could be changed. Your instructor will offer advance notice of any changes.

Semester Start <i>8-Jun</i>	BUA 100.150 <i>Due Date</i>	Read & Study <i>Foundations of Business, 6th ed.</i>	Assignments <i>Located in JetNet 50% Penalty for late work 7th day 11:59 PM submission time stamp</i>
Week 1	14-Jun	Ch1: Exploring the World of Business Ch2: Ethics and Social Responsibility	Week 1 Activities Chapter Reflection Chapter Reflection
Week 2	21-Jun	Ch3: Global Business Ch4: Choosing a Form of Business Ownership	Chapter Reflection Chapter Discussion
Week 3	28-Jun	Ch5: Types of Business Ownership Ch6: Management and Organization	Chapter Reflection Assignment Essay: What went wrong?
Week 4	5-Jul	Ch7: Creating a Flexible Organization Ch9: Attracting and Retaining Employees	Mid-Term Exam Chapter Reflection
Week 5	12-Jul	Ch10: Motivating and Satisfying Employees Ch11: Building Customer Relationships	Chapter Discussion Chapter Reflection
Week 6	19-Jul	Ch12: Creating and Pricing Products Ch13: Distributing and Promoting Products	Chapter Reflection Chapter Reflection
Week 7	26-Jul	Ch15: Management and Accounting Information Ch16: Financial Management	Assignment Essay: Business idea Final Exam

Important Dates: Spring 2020

DATE	EVENT
MAY 18, 2020	DAY AND EVENING CLASSES BEGIN
MAY 18 – AUG 10, 2020	SEMESTER DATES
MAY 25, 2020	MEMORIAL DAY, NO CLASSES
JUL 3 – 5, 2020	INDEPENDENCE DAY HOLIDAY, NO CLASSES
AUG 10, 2020	END OF SPRING SEMESTER
AUG 12, 2020	GRADES DUE

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 required.
- 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.

Attendance Policy

In compliance with Federal Title IV funding requirements, as well as college initiatives, reporting of student participation in classes will be recorded throughout the semester. Students identified as no

longer participating will be dropped or administratively withdrawn from the class, and students identified as needing academic assistance will be contacted.

PLEASE NOTE: If you do not log into our JetNet class by Day 3 of our first week, you may be dropped from our course.

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.

How To Contact Your Instructor

Send an email to youngstephenp@jccmi.edu and if you want a reply it is necessary to:

1. Use your JC email so that I know the request actually came from you. I can not respond to emails that do not originate from your JC email;
2. Put the course name and section in the subject line and include a few words to describe your email (e.g. BUAXxx.xx – Assignment question);
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);
6. Respond to me when you receive the message to ensure the message was delivered and understood.

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

Tips!!

- It may be surprising to learn how much of student **success depends directly upon you, the student.**
- Generally speaking, students who have come to class, submitted homework ON TIME, and prepared for each week’s tests have generally done well in the class. **This is not a guarantee, but your effort can significantly affect your final grade.**
- **Please read feedback offered for every assignment.** The intent is to learn from your assignments and improve throughout the semester. If you do not read the feedback, you may be making the same mistakes and having points deducted.
- **Do not wait until the last minute to submit work.** If you wait until 11:00pm ET to start your quiz, work on your simulation, or complete your assignments and computer issues arise, you may be late in your submission. Remember, all late work will be penalized 50% regardless of reason. If you are able to complete your work early in the week, you can avoid the “it’s due tonight” stress. Please plan ahead now.
- Use spell check for all written assignments.
- **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.** 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.

- Remember that JetNet is where the class is actually located. JetNet 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 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 for all assignments are on the 7th day of each week by 11:59ET.** Please plan ahead now.
- You will have assignments due in our JetNet course during week 1. This is a fast paced course with a significant amount of information... please don't fall behind.

Grading 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.

Caveat

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

Essay 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.

Essay 1: What went right? What went wrong?

Find an example of a business that was either succeeded or failed in their selected market / industry. Form what you have learned so far, describe what they did well to succeed or what they could have done differently to overcome their challenges. Some questions to consider:

- Did their product / service match customer demand?
- How did they consider the ethics and social responsibility of their product / service?
- Did the economy help or hurt their product / service?
- How did they manage the business? What type of management structure did they use?

For your submission, ensure that you describe the business, their product / service, and the research that you uncover as it relates to their success / failure.

Your submission should follow the below guidelines:

- Upload your word document directly to the assignment link
- 2 to 3 pages not including title page or reference page
- Title page
- Double-spaced, 11 or 12 font Arial or Times New Roman
- Written academically with an introduction, body, and conclusion
- References (you will have at least two references... our textbook and the company information site)

Essay 2: Your business idea

As we conclude our course, it is time to begin thinking about “what’s next.” For some, you may be thinking about starting your own business. For others, you may be taking the next step in your academic journey.

For this final assignment, please identify a business idea that interests you. This idea can come from something you learned in our course, as you have looked ahead to your future courses, or idea that you have had all along.

To complete the final assignment, identify your business idea and address the following questions:

- How does the selected economic system for where your business is to be located affect you?
- What type of business are you interested in (e.g., sole proprietorship, partnership, corporation, etc)?
- Discuss the factors may influence your business to include the external environment and your business' factors of production
- What challenges do you foresee as you manage your business?
- How would you recruit, hire, and train your workforce?
- What is the marketing environment of your selected industry and how might it affect you?
- What are the essential financial reports that you will use to ensure the success of your business?

For your submission, ensure that you identify your business idea, give the reasons behind it, and offer an argument or justification for why this is a good business idea.

Your submission should follow the below guidelines:

- Upload your word document directly to the assignment link
- 2 to 3 pages not including title page or reference page
- Title page
- Double-spaced, 11 or 12 font Arial or Times New Roman
- Written academically with an introduction, body, and conclusion
- References (you will have at least one reference... our textbook)

All work should be submitted via the assignment link in our JetNet course.