BSAD B20 - INTRODUCTION TO BUSINESS
BAKERSFIELD COLLEGE – FALL 2017
Online (CRN: 71243)

Email Address:  pwhitney@bakersfieldcollege.edu
Home Page:  www2.bakersfieldcollege.edu/cs/pwhitney
Canvas:  inside.bakersfieldcollege.edu
Office:  Business 6 (B6)
Office Hours:  M 10:30-11am, 2:25-3:55pm, 5-6pm
W 10:30-11am, 2:25-3:25pm (on these dates: 8/30, 9/13, 9/27, 10/11, 10/25, 11/8, 11/29)
Online  Frequently

Course Description:

A survey in business providing a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization’s policy and practices within the U.S. and a global society. Demonstrates how these influences impact the primary areas of business including: organizational structure and design; leadership, human resource management, organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities market; and therefore affect a business’ ability to achieve its organizational goals.

Student Learning Outcomes (SLOs)

Upon successful completion of this course you will be able to:

1. Identify the roles of GOVERNMENT in the organization, reporting, and operating businesses in the US.
   • Cite the various ways the U.S. government affects, restricts, and protects business.
   • Compare and contrast the advantages/disadvantages in each form of business ownership.
   • Define business ethics and explain the role of social responsibility in an organization.
   • Compare and contrast the primary economic systems.
   • Identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets.
   • Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.
   • Summarize the components of risk management and basic insurance concepts.
2. Identify and explain the role of MANAGEMENT in Business
   - Define and describe the key management functions of planning, organizing, leading, and controlling.
   - Identify current production & operations processes. Address sustainability.
   - Identify key human resource management functions and laws.

3. Identify and explain the role of MARKETING in Business
   - Identify the marketing mix and key tools, terms and strategies related to each element.
   - Describe and identify how technology impacts all the primary functions of business.

4. Identify and explain the role of ACCOUNTING in Business
   - Evaluate the basic components of financial statements and ratio analysis.
   - Explain the importance of finance to the operations of business; the various types of financing; and the process of internal and external financing and controls.
   - Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.

Course Materials Needed:

  You can purchase the book through our campus bookstore. You can also access our textbook electronically or request a printed copy. Follow this link:
  https://students.flatworldknowledge.com/course/2516861
- A Flashdrive is recommended, especially if you will be using the campus computer labs for assignments.

Course Tasks:

16 NORMAL Quizzes @ 10 points each (15%)
16 OPEN Quizzes @ 10 points each (15%)
16 Discussion Forums @ 10 points each (30%)
4 Exams @ 100 points each (40%)

Late assignments, Make-up Exams/Quizzes, and time allowed for Exams/Quizzes:

MAKE-UP EXAMS OR QUIZZES WILL NOT BE GIVEN AND LATE ASSIGNMENTS WILL NOT BE ACCEPTED. NO EXCEPTIONS. DO NOT ASK.

Exams and quizzes are taken online and have a strict time allotment. You will not be given extra time to complete the exam or quiz.

I will drop your lowest exam score, your lowest OPEN quiz score, your lowest NORMAL quiz score, and your four (4) lowest discussion forum scores.
Academic Dishonesty:

Unfortunately, the subject of academic dishonesty must be discussed for those who are inclined toward such activities. The campus’s policy is listed in the campus catalog. Please review it for specifics. There is no need to engage in any unethical behavior in this class! If you need help, my door is always open. For those who need some explanation of what academic dishonesty is...

Academic dishonesty involves acts that may subvert or compromise the integrity of the educational process. Included is any act by which a student gains or attempts to gain an academic advantage for himself/herself, or another, by misrepresenting his/her, or another's work or by interfering with the completion, submission, or evaluation of work. These include, but are not limited to, accomplishing or attempting any of the following acts:

- Using any materials that are not authorized by the instructor for use during an examination
- Copying from another student's paper during an examination
- Collaborating (i.e., talking, passing notes and/or signals, etc.) during an examination with any other person by giving or receiving information without specific permission of the instructor
- Stealing, buying, or otherwise obtaining information about a course’s graded material
- Substituting for another person or permitting any other person to substitute for oneself to take an examination
- Submitting another person's work as yours either in its original or altered form
- Giving someone else your work to fulfill his/her assignment
- Plagiarizing

Grading:

Grades will be based on the percentage of total semester points earned, computed as follows:

- 90%+ = A, 80-89.99% = B, 70-79.99% = C, 60-69.99% = D, below 60% = F. (I do not round up and I do not curve grades)
- YOU ARE RESPONSIBLE FOR THE GRADE THAT YOU RECEIVE IN THIS CLASS AND YOU MUST BE ABLE TO CALCULATE YOUR GRADE!!! To that end, I will not tell you what grade you have in the course throughout the semester. You will be given everything you need to perform the calculation on your own. I am happy to help you with your calculation, verify your individual task scores or verify your calculations (show me your math), BUT YOU MUST BE ABLE TO DO THIS ON YOUR OWN. This is 7th grade math. Everyone starts with an A grade in this class... you EARN less.
Attendance policy:

Even though this course is an online course, REGULAR, “VISIBLE” participation in the Canvas class space is MANDATORY. What does this mean? It means that when you are not posting to the forums on a weekly basis, or you are not taking the quizzes and exams, or you are not uploading completed assignments, I must assume that you no longer want to be in the class and I MAY drop you. If you do not want to be in the class then YOU must drop yourself from the course through the Student Banner System. I will not retroactively drop you if you miss one of the “last day to drop the course” deadlines. These deadlines are indicated in the Canvas class space schedule and in the campus master schedule under “Important Dates.”

Special Considerations

Students with disabilities needing accommodation, including those who had an IEP in high school, should make requests to Disabled Students Programs and Services in CSS 10, or Delano room 1001 (661-395-4334, (661-720-2000 Delano)). All requests for accommodations require appropriate advance notice to avoid a delay in services. Please discuss approved accommodations with me so we can work together to ensure your access and success at BC.

Schedule

Please refer to the schedule outlined in our course space on Canvas.

“Classroom” Etiquette

Treat others as you would like to be treated. Simple enough, don’t you think. 😊

NOTE: This syllabus is TENTATIVE and subject to change.