

BA 101: Business Now (6 credits) – 3/31/14

Spring 2014 Course

Instructor:	Aaron Lewis
TAs:	Nelson Sinn & Ellen Thomas
In-Class Hours:	Wednesday 5:00PM-6:50PM – Gilfillan Friday six sections of lab from 8AM-2PM
Office Hours:	342 Bexell – Prof. Lewis: Wed. 2:00PM – 4:00PM and Friday 2:00PM-3:00PM TA office hours to come. Start week of 4/7/14
Contact:	aaron.lewis@bus.oregonstate.edu Office Phone (541)737-261 Nelson: sinnn@onid.orst.edu Ellen: thomaell@onid.orst.edu
Pre-requisites:	None

COURSE CATALOG DESCRIPTION

BA 101 presents an integrated view of both established and entrepreneurial business organizations by studying their common processes and characteristics. Introduces theory and develops basic skills in the areas of management, finance, accounting and marketing.

COURSE LEARNING OUTCOMES

This broad survey course is designed to introduce you to the world of business. Specifically, BA 101 students will learn to:

- Explain key business activities (i.e. accounting, finance, marketing, operations, etc.) and the primary concepts and terms associated with these activities.
- Describe how business interacts with the external environment and how this interaction impacts both business and the external environment.
- Describe the financial, legal, and administrative procedures involved in starting new business ventures.
- Identify ethical issues facing businesses.
- Explain current business news from the perspective of different business disciplines.
- Represent financial analysis models in a spreadsheet including preparation of charts and graphs.

THIS IS A HYBRID COURSE

This is a hybrid course, which means approximately 50% of the class will take place face-to-face and 50% will be done on-line through Blackboard. On-line course work may include:

- Videos – both video lectures and other forms of video
- Podcasts and other audio
- Quizzes
- Assignments
- Review exercises and other exercises

	Hybrid	Typical Face to Face
Class meetings per week	2	4
Classroom minutes per week	160	320
Approximate required online activities minutes per week	220	60
*Recommended time spent outside class	*480-600 (8-10 hours)	*480-600 (8-10 hours)
Total time per week	860-980 minutes (14.5-16.5 hours)	860-980 minutes (14.5-16.5 hours)

* This is in addition to the class meetings and required online activities. It may include reading text and articles, preparing for exams and reading quizzes, completing Excel exercises, completing the Foundation business simulation, preparing and completing assignments.

BA 101: Business Now – Course Syllabus – 3/31/14

Because half of the course work will take place outside of the classroom it is imperative students manage their time effectively. I would strongly recommend setting aside set days/times for doing the online portion of the class.

COURSE POLICIES

See COURE PROTOCOL section below in addition to the policies below.

FACE TO FACE ATTENDANCE/CLASSROOM PARTICIPATION

This course covers a great deal of ground in a short period of time, so attendance and participation are crucial to success. Lecture attendance will comprise 2/3 of the points. This will be monitored through Turning Point system questions – **you must answer the questions to get credit**, failure to do so will negatively impact your participation grade. The lab portion of the course will comprise the remaining 1/3 of the points. Each student is allowed one absence from lab and one from lecture.

TEAMWORK

The Foundation portion of the class will be done in a team environment. Employers expect employees to work effectively in diverse team settings. In the best of worlds working as a team can be difficult. Team members have different learning styles, commitments, and dedication to learning. The upside is teamwork can be a very rewarding experience in which the “sum is greater than the parts”, and team members are exposed to new ways of thinking and interacting. The key to maximizing the reward is to 1) fully participate 2) clearly define expectations as a team, and 3) communicate when there are issues or concerns. Individually team members should:

- ✓ Attend meetings
- ✓ Communicate clearly and regularly with team members
- ✓ Contribute (it's not enough to just show up)
- ✓ Be courteous and understanding

A NOTE ABOUT NON-NATIVE SPEAKERS OF ENGLISH

If you are lucky, you will join a culturally diverse group. It is an invaluable opportunity for all involved to learn about another person's country and culture. It is also an opportunity to learn to communicate across cultural boundaries. Communication difficulties are not a valid reason to exclude someone from team activities, nor are they a valid reason for a non-native speaker of English to limit participation. While challenging, learning effective cultural communication strategies is of tremendous value, particularly in our ever shrinking and increasingly interconnected world. Teams should invest energy to develop communication strategies that will allow all of team members to participate.

ACADEMIC HONESTY

Instances of academic dishonesty will not be tolerated. Academic dishonesty is defined as: *as an act of deception in which a Student seeks to claim credit for the work or effort of another person, or uses unauthorized materials or fabricated information in any academic work.* Dishonest activities such as cheating on exams and submitting or copying work done by others will result in disciplinary actions including but not limited to receiving a failing grade. For further information regarding expected conduct read the student code of conduct at:

<http://oregonstate.edu/studentconduct/feature-stories/student-conduct-code>

DISCRIMINATION AND HARRASSMENT

Discrimination and/or harassment will not be tolerated in the classroom. In most cases, discrimination and/or harassment violates Federal and State laws and/or University Policies and Regulations. Intentional discrimination and/or harassment will be referred to the Affirmative Action Office and dealt with in accordance with the appropriate rules and regulations.

BA 101: Business Now – Course Syllabus – 3/31/14

STATEMENT REGARDING STUDENTS WITH DISABILITIES

Accommodations are collaborative efforts between students, faculty and Disability Access Services (DAS). Students with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately at 737-4098.

MATERIALS

- ✓ Business: A Changing World, 9th Ed. by O.C. Ferrell, Geoffrey Hirt and Linda Ferrell, 2013, McGraw Hill
- ✓ Course Pack University of Indiana Excel Training
- ✓ Capsim Foundation computer simulation – **YOU WILL GET THIS IN CLASS – IT WILL COST AN ADDITIONAL \$53.99**
- ✓ Clicker by Turning Point (bring this to class every day, extra batteries are a good idea too)
- ✓ Bring a **calculator, pencil, and paper**. We will occasionally be doing problems and calculations in class.
- ✓ Further Reading. For general business news and analysis I suggest the following (not required):
 - Business Week - <http://www.resourcecenter.businessweek.com>
 - The Economist – www.economistacademic.com current issue <http://www.economist.com/printedition>
 - Fast Company - <http://www.fastcompany.com/>
 - Marketplace - <http://marketplace.publicradio.org>
 - New York Times - <http://www.nytimes.com/pages/business/index.html>
 - Planet Money– <http://www.npr.org/blogs/money/> or free podcast subscription through iTunes.
 - Wall Street Journal – www.wsjstudent.com

COURSE EVALUATION AND GRADING

GRADED WORK – 440 total points

Exams (2) in class – **170 points**

- There will be two exams worth 85 points each. They will each cover roughly 1/2 of the material.

Excel Assessment in lab – **65 points**

Foundation Simulation – **65 points**

- Individual simulation rehearsal – done online – **15 points**
- Team homework (2 total) (done in lab) – **10 points**
- Team final ranking in industry and overall points – **25 points**
- Team member evaluation from simulation – **15 points**

Reading quizzes – **60 points**

Class Attendance/Participation – lab attendance and Turning Point questions (from lecture) – **30 points**

Assignments – **50 points**

(3) Scheduled Assignments (submitted online) – **30 points**

(2-4) Random assignments (date and point value to be determined) – **20 points**

Extra credit – to be determined

GRADING

I will give plus and minus grades as follows:

A = 93% and above	C = 74%-77%
A- = 90%-93%	C- = 70%-74%
B+ = 87%-90%	D+ = 67%-70%
B = 84%-87%	D = 64%-67%
B- = 80%-84%	D- = 60%-64%
C+ = 77%-80%	F = Below 60%

BA 101: Business Now – Course Syllabus – 3/31/14

EXAMS & ASSIGNMENTS

Only in the event that an examination is missed due to an illness or religious observance will a makeup exam or an early exam be arranged. Typically makeup exams involve more writing and are more essay-oriented. In accordance with university policy examinations may only be missed if:

- Notice is provided early enough in advance of the event (i.e. not the day before), and/or
- Proof of illness is promptly provided

Grades will be posted in Blackboard when assignments, quizzes, and exams have been graded. An announcement will be made on Blackboard once they are posted. Where appropriate an answer key will be posted in Blackboard. Assignments, quizzes, and exams will not be returned to students, but you are welcome to review them at office hours. Grade issues for a specific assignment, quiz, or exam need to be communicated to the professor within two weeks of grades being posted. Issues brought to the professor after this will not be considered.

FINAL EXAM

The final exam will be during exam week, please see the catalog for any inquiries on the final exam date: <http://catalog.oregonstate.edu/ChapterDetail.aspx?key=371> . **End of the term travel plans** should not be made prior to this date and time.

Anyone needing an alternative date will need to address this during the first two weeks of class in order to be considered for accommodation. Alternative test dates will only be addressed in person during office hours.

EXTRA CREDIT

There will be two to three extra credit opportunities throughout the term. They will be announced in class and on Blackboard.

TURNING POINT

As mentioned, Turning Point will be the primary tool for lecture participation and learning feedback. Failure to bring and properly use Turning Point will result in a lower classroom attendance/participation grade. Extra batteries are a good idea. ***It is a violation of the university's academic honesty policy to use another person's clicker in their absence, and any instances of this will be treated as a violation of the university's academic honesty policy.*** At a minimum all students involved will lose lecture attendance points for the term.

COURSE PROTOCOL

CLASSROOM ETIQUETTE & CONDUCT

Classroom etiquette, like marketing, is governed by **4 Ps**: Be **prompt**, be **professional**, be **prepared**, be **polite**.

Behavior in class should be professional at all times. Effective learning occurs only when people treat each other with dignity and respect. This includes fellow classmates as well as the instructor and any guest lecturers. To ensure a classroom environment conducive to learning, the following rules are to be observed:

- Students are expected to be on time and stay for the duration of the class. Leaving class should only be done in an emergency, and if you do so, do it discreetly.
- Laptops/tablets should only be used for note taking or to assist in course work, otherwise they should be put away.
- Cell phones, mobile devices, PDAs, etc. should be silenced and put away during class.
- No headphones.
- Unless working in a group setting, side conversations should be kept to a minimum.

To view the **COB's code of conduct**: <http://business.oregonstate.edu/about/academic-professional-standards>

BA 101: Business Now – Course Syllabus – 3/31/14

EMAIL & OTHER COMMUNICATION PROTOCOL

All students are expected to adhere to the following:

1. *Check your course e-mail and course announcements area at least once per day.*
2. *Be clear and courteous in your e-mail exchanges - both with the professor and with your colleagues in the class.*
3. *Be certain to sign your e-mail messages. I will not respond to "anonymous" messages.*
4. *Check spelling, grammar, and punctuation. I will not respond to poorly written e-mail messages.*
5. *Monday-Friday I will respond to emails within 24 hours. If you're simply passing along information to me (i.e. "Prof. Lewis, I wanted to let you know I have registered for Foundation." – "I will be absent this Friday.") don't expect a response.*