

BERGEN COMMUNITY COLLEGE
Division of Business, Arts and Social Sciences
Department of Business/Hotel Restaurant Management
Departmental Policy Syllabus

BUS 101 Introduction to Business

COURSE DESCRIPTION	BUS 101 Introduction to Business is a study of the activities that make up the field of business. Some of the topics covered are: the ownership, organization, and management of business; finance; marketing; unions; and government regulations.
PREREQUISITE:	None
CREDITS/HOURS	3 credits; 3 hours
TEXTBOOK (required)	<p>Understanding Business, 11th Ed. Nickels, McHugh, & McHugh, 2016. McGraw-Hill, Co. ISBN-10 0078023165, ISBN-13 9780078023163</p> <p>Must Purchase Connect Plus Business with LearnSmart to obtain Semester Access Card to accompany Understanding Business.</p> <p>eText may be purchased directly from McGraw-Hill: ISBN-10 1259302628, ISBN-13 9781259302626 Author(s): Nickels, William; McHugh, James; McHugh, Susan Publisher: McGraw-Hill Higher Education Copyright year: © 2016 Pages: 800</p> <p>If you decide to order the text from another site, be sure you order the 10th edition. You may not use an earlier edition.</p>
STUDENT LEARNING OUTCOMES	<p>After successfully completing all course activities, the student will be able to :</p> <ol style="list-style-type: none">1. identify and describe the different types of economic systems and discuss the ethical and global issues confronting businesses today;2. evaluate different forms of business ownership and identify issues involved in starting or expanding a small business;3. identify and describe the four management functions and the issues involved in motivating and managing today's diverse work force;4. identify and analyze the components of a marketing strategy;5. calculate and analyze relevant financial ratios, identify the major features of the world banking system, and compare and contrast the

various financial instruments;

6. find and evaluate relevant business information.

THE EXACT SCHEDULE FOR THE SEMESTER IS AVAILABLE THROUGH THE ONLINE CALENDAR. BE SURE TO PRINT OUT THE CALENDAR. YOU ARE RESPONSIBLE FOR ALL DEADLINES!!!!

COURSE REQUIREMENTS

The student is expected to:

1. read the assigned materials prior to the scheduled date;
2. respond to assigned questions;
3. complete quizzes by specified dates;
4. complete assigned projects by the specified dates;
5. participate in the class discussion forum (bulletin board);
6. stay current with news relevant to the course material;
7. use related resources as directed by the instructor;
8. stay in regular contact with the instructor via email, the discussion forum, or, if necessary, by phone.

Four Unit Exams

All exams are 50 multiple-choice questions and cover three chapters. The questions are drawn from the textbook; exams will be taken in class except Unit Exam 4 will be taken online. Check cause calendar for dates.

ASSIGNMENTS and Discussion Posts

Many of the lessons have a corresponding written assignment. Typical assignments are case studies about a particular company or businessperson, or require you to visit a website and find information. All assignments must be word processed and uploaded by the due date specified in the calendar. **No assignment accepted after the due date.**

Much of the class will be oriented toward discussion, via the discussion forum (bulletin board), of the course topics. You are expected to participate in the discussions regularly. This means that you should have read the scheduled chapter(s) and any outside articles assigned and thought through the questions

posted for discussion. Each lesson has a different discussion; some require using materials from the book or websites. Discussion postings are graded based on the thought and insight demonstrated in the comments, the value of the comment to the discussion, the timeliness of participation, and the frequency of participation. The minimum per lesson is two substantive postings on two different days; an initial posting and a response to another student's posting. You should be aware that the course software allows me to check how many postings you have read. **There is no makeup for missed discussions regardless of the reason.** Once a discussion is over; it's over.

You are expected to stay current with business news that relates in some way to course content through newspapers, the Internet, TV, or radio. There may be discussion of the news and the assignment and discussion grades will take into account how familiar a student is with current business events.

MAKEUP POLICY

A Comprehensive Final Exam will be given on the last day of class for all students that missed a Unit Exam.

PROJECTS

You are required to complete three major projects for this course. Every student must complete the Current Event Project and Marketing Project independently. The Publicly Trade Business Project may be completed individually or in a small group; it is your choice.

As the semester progresses and you get to know one another through the discussion forum you may wish to join in groups of two to four to complete the third project. I do not assign groups; formation of groups is entirely up to you. You are not required to work in a group. If you prefer you may work on the second project alone. Detailed instructions on working in a group are posted under the Getting Started and Project icons.

The detailed requirements for each of the projects are posted under the Projects icon on the homepage and the due date is specified in the calendar.

ACADEMIC DISHONESTY POLICY

During this online course there are no proctored exams. All quizzes are done online. They are open book/open note. You may consult your textbook, the material on the course website, or any notes you have made. This is perfectly acceptable in this course. **(Note: other online courses may not allow this.)** You are on your honor not to consult another person. Sharing quiz answers or asking someone else for assistance in taking the quiz is academic dishonesty. If I suspect academic dishonesty in quiz taking I reserve the right to require in person proctored testing and, as required by BCC policy, all incidents will be reported to the Vice President for Student Affairs.

A much more difficult issue of academic dishonesty arises in the submission of written work. It has been my experience that many students do not understand what is acceptable and what constitutes academic dishonesty. The following list is not meant to be a complete itemization of all the ways in which you can be dishonest but to point out the major problems.

(1) You cannot purchase, borrow, or commission another person's written work and submit it as your own. Some examples. Your friend went to another school and had to write a marketing report; you cannot borrow it and submit it as yours. You do a search on the Internet and you find a marketing plan report that is similar to your idea. You cannot copy it, even if you pay for it, and submit it as your own.

(2) You cannot copy any part, as little as a piece of a sentence, of another person's work and incorporate it into your own without giving the citation. This includes information from books, newspapers, magazines, unpublished work written by someone other than yourself, and from the web. Some examples. When researching your global project you find a good description of the economy of your country in the CIA Factbook. You cannot copy and paste it into your report as if you wrote it yourself. What can you do? You can say something like this. According to the CIA Factbook, blah, blah?. The quotes signal that you have taken it verbatim (exactly word for word) from your source. You then give an in text citation or footnote and list the full citation in your bibliography. Or, you can paraphrase it, that is, take the main idea and put it completely in your own words, and say something like this. As I discovered when reading about blah in the CIA Factbook, blah, blah. The absence of quotes means you have not used any of the author's words. You still give the citation in the text or footnote and the full citation in your bibliography.

It is very tempting to think that you are free to use information from the web and incorporate it into your own work without using quotes or giving the proper citation. Don't fall into that trap. BCC uses plagiarism software and I personally check all written work against the software and other resources

What happens if you submit work that is not your own? You get a zero for that project and, as required by BCC policy, you are reported to the Vice President for Student Affairs.

EXTRA CREDIT

The course is designed so that there are a variety of ways in which you may demonstrate what you are learning. It is also designed so that work is evenly distributed over the semester.

SPECIAL NEEDS

Office of Special Services

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit them at: 201-612-5270 or <http://www.bergen.edu/pages/676.asp>. *This statement is required in all Course Outlines*

COURSE TOPICS		
Lesson	Chapter	Topic
1	1	Taking Risks and Making Profits within the Dynamic Business Environment
2	2	Understanding How Economics and how it Affects Business
3	3	Doing Business in Global Markets
4	4	Demanding Ethical and Socially Responsible Behavior
5	5	How to Form a Business
6	6	Entrepreneurship and Starting a Small Business
7	7	Management and Leadership
8	8	Structuring Organizations for Today's Challenges
9	9	Production and Operations Management
10	10	Motivating Employees
11	11	Human Resource Management: Finding and Keeping the Best Employees
12	12	Dealing with Union and Employee Management Issues
13	13	Marketing: Helping Buyers Buy
14	14	Developing and Pricing Goods and Services
15	15	Distributing Products
16	16	Using Effective Promotions
17	17	Understanding Accounting and Financial Information
18	18	Financial Management
19	19	Using Securities Markets for Financing and Investing Opportunities
20	20	Money, Financial Institutions, and the Federal Reserve

EVALUATION AND GRADING	Four Unit Exams	40 points
	Three Projects	30 points
	Connect Assignments or Assignments Assigned by Prof.	30 points
	TOTAL	100 points
	A	100-90
	B+	89-86
	B	85-80
	C+	79-76
	C	75-70

	D	69-60
	F	below 60