

Oklahoma State University Institute of Technology
Face-to-Face Common Syllabus
Spring 2018

BADM 1113—Introduction to Business

This introductory business course acquaints students with the U.S. business system, including areas of management, organization, human resources, marketing, finance, and ethics in the global economy.

Course Purpose:

The purpose of this course is to introduce you to basic business terminology and processes, which is important to understand whether you are the owner, supervisor, or employee.

Type of Course: *Theory*

Credit Hours: 3

Total clock hours of theory per semester: 45

Total clock hours of lab per semester: 0

Total clock hours of clinical per semester: 0

Class Length: *1st half*

Class Days and Times: *Tuesday & Thursday 1:00 pm – 3:55 pm*

Prerequisites: *None*

Instructor Name: *Jennifer Hicks*

Instructor Phone: *(918) 293-5355*

Office: *Noble Center 212 A*

Instructor Email: *jennifer.hicks@okstate.edu*

Contact: My preferred method of contact is *email*. Please allow 24-48 hours to return your correspondence during the normal work week.

Instructor's Office Hours:

Mondays & Wednesdays 8:30 am – 12:30 pm

Tuesdays & Thursdays 8:30 am – 9:30 am and 12:30 pm – 1:00 pm

Other days and times by appointment.

School Name: Arts & Sciences

School Main Phone: 918-293-4768

REQUIRED TEXT, REFERENCES, AND MATERIALS

Texts: Business MindTap® V2.0 (with access code), Pride, Hughes, and Kapoor
 ISBN: 9781337365963

References: *None*

Materials: Large 3-ring binder to keep loose leaf textbook in, notebook paper, writing utensils for notes and highlighting, and **computer access with reliable Internet**

Uniform/Tools: *None*

Estimated Cost for Materials: \$ 110

Estimated Cost for Uniform/Tools: \$ 0

Optional Resources: None

Upon completion of the course, students should:

Course Objectives	Assessment of Objectives
Analyze global political, economic, and cultural events and/or problems, which impact business and industry trends.	MindTap assignments
Identify, compare, and contrast the concerns of small and large businesses.	MindTap assignments
Demonstrate decision-making skills that reflect a professional and ethical approach.	MindTap assignments
Evaluate and recommend various management motivational strategies.	MindTap assignments
Utilize the vocabulary used in the business world.	MindTap assignments
Explain the relationship of quality and productivity.	MindTap assignments

Aspects of the course objective assessments may be used in the university's assessment of student learning. If applicable, an asterisk (*) above indicates this assignment is used in the university assessment program. **This class does not have an assignment in the university assessment program.**

COURSE ACTIVITIES

In this course students will:

- Read textbook
- Utilize the Discussion Board in D2L to respond to topics, post problems, and ask questions.
- Watch short video clips explaining concepts.
- Complete interactive homework assignments using MindTap
- Complete Quizzes using MindTap

EVALUATION - GRADES WILL BE BASED ON THE QUALITY AND COMPLETION OF THESE TASKS:

<i>Pre-Reading Polls & Concept Checks</i>	18.93%.....	142 points
<i>Chapter Homework Assignments</i>	38.80%.....	291 points
<i>Tying It Together Assignments</i>	19.60%.....	147 points
<i>You Make the Decision Assignments</i>	9.33%.....	70 points
<i>Participation Points</i>	35.00%.....	350 points
Total	100.00%*	1,000 points

*(The percentage is missing 0.01% due to rounding. This information is provided to give you an idea of how much the activities are worth)

***This course does not have an assignment in the university’s assessment program.—**The student’s grade for this assignment will be used in the university’s assessment of student learning. A 70% competency or higher receives a Pass rating. This Pass/Fail rating is independent of the student’s course grade.

I do not round grades up. If you want a “B” in this course, you need to earn 80% of the points. A 79.9999999% is still a “C.”

<p>OSUIT Grading Scale</p> <p>A = 90%-100%</p> <p>B = 80%-89%</p> <p>C = 70%-79%</p> <p>D = 60%-69%</p> <p>F = 59% & below</p>
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Daily and/or weekly quizzes, small weekly assignments and similar type projects: Normal return time to student by next class meeting or no later than one (1) week.

Extensive assignments, large lab projects, extensive quizzes, exams and similar type projects: Normal return time to students in one (1) to two (2) weeks.

RECOMMENDED STUDENT COMPENTENCIES/SKILLS

- Manage time effectively
- Basic reading skills
- Have basic computer skills and know how to access the online classroom
- Ask for assistance when needed

AUTHORIZED TOOLS

Students can use textbook and notes to complete their homework assignments, quizzes, mini-simulations, and exams. However, each student is expected to complete his/her own work independently. Any instance of students collaborating on assignments will be considered academic dishonesty. All parties involved will receive a zero on the assignment, and I will submit their names to the Student Conduct office for Academic Dishonesty.

LATE WORK

Late work **is not accepted**, as ample time will be provided and assignments are made available well before the due dates. Due dates mean due in MindTap or D2L depending on the assignment on **or before the date and time listed** on the assignment schedule. This course has very few assignments due in D2L. Those will need to be submitted or completed prior to the due date for credit.

The assignment schedule included in this syllabus will help you plan ahead, so you can get your work done on time. It is the student's responsibility to complete and submit assignments, quizzes, exams, projects, etc. before the due date and time. If you choose to work ahead of the schedule, that is great. However, you cannot work slower than the schedule and be successful in this class. **(Do not fall behind—stay on top of your assignments and due dates!)**

Please focus on due dates and times, as they vary for each course. My deadlines for this course this semester is 11:00 CST throughout the week—you have multiple assignments due each week. Please do not ask for exceptions to this policy because they will not be granted. If due dates and times during the day are an issue for you, I suggest you plan to work ahead of the schedule and submit your assignments the night or weekend before they are due.

I recommend you not wait until the due date to try to rush through one or more assignments, quizzes, or exams as the deadline is approaching. **The due date is not the day you should first attempt an assignment or a week's worth of assignments; it is the last possible time you will be allowed to submit your assignment(s).** It is up to each student to plan his or her time so all assignments will be submitted on time—this includes planning for technical difficulties such as problems with the computer, Internet Service Provider, MindTap, or Desire2Learn (D2L). If the student waits until near the deadline and does experience such difficulties, the work is **late and will receive a zero**. To receive credit, assignments must be completed and submitted in MindTap or D2L by the deadline on the assigned due date. To prevent issues with due dates, I encourage you to plan to submit your assignments a day early to ensure you do not miss any due dates.

Please do not ask for exceptions to this policy because they are rarely granted. The assignment schedule starts at a slow pace to allow students to get all required materials and access to the OSU system, as well as, get acclimated to this class. I encourage you to take advantage of this slow start to work on assignments ahead of the schedule. This will give you plenty of time to ask questions and get answers prior to the due date. Furthermore, this will give you some flexibility when “life” occurs (sick child, forgot about assignment, family crisis, called in at work, holidays, etc.). If you choose not to work ahead, when “life” happens, you will likely get a zero on the assignment because you missed the due date and time.

TESTING

This course does not have any exams.

OTHER LAB AND CLASSROOM POLICIES

The primary purpose of the computer labs on campus is to support the educational process. Priority use of computer labs will be given to students for the completion of assignments, exercises, and projects for academic courses. **Food and drinks are prohibited in the computer labs.** For detailed information

regarding computer usage, e-mail, and network policies, please refer to the Student Handbook http://www.osuit.edu/campus_community/cis/computer_usage.php.

Computers are available in the campus library, LASSO Center (NCAT Rooms 308 and 309), Noble Center rooms 101, 102, 104, 106, 107, 204, 303, 304, & 305 for general student use when classes aren't being conducted. The OSUIT library also has a program called Tech 2 Go, which allows students to check out technology. Use these campus computers if you need more time than allotted in class or need to catch up on assignments due to missed class time.

Other public areas you may be able to use if you have internet difficulties include local public libraries, restaurants, bookstores, college campuses, etc.

ONLINE COURSE INTERACTION

OSUIT requires all online courses to include interaction between students, peers and instructors.

Our online courses use a variety of tools to build a community of learners and strengthen engagement between students and their peers, as well as between students and the instructor. Communication tools used in courses may include Discussion, News, and Email. Read the syllabus completely to determine which of these methods you, your classmates and your instructor will use for interaction.

General guidelines for student conduct while interacting within an online course include: (1) Use proper language in all communications; (2) Harassment of any type will not be tolerated; (3) No jokes, insults or threats of an offensive nature.

For more information, go to: <http://osuit.edu/center/netiquette>

SYLLABUS ATTACHMENT

View the Syllabus Attachment, which contains other important information, by visiting http://osuit.edu/center/student_syllabus_information

The remainder of the syllabus lists all of the assignments for this course with the point value and due date listed. You should keep this assignment schedule close for easy reference.

All assignments are due at 7:00 pm CST on the listed due date. Assignments can be submitted early; however, late submissions will not be accepted.

Tenative Course Schedule

All assignments are due at 7:00 pm CST on the listed due date.

	Assignment	Points	Due Date
Week 1	Introduction Assignment in Online Classroom Set-up MindTap account		Saturday January 6
Week 2	Read Chapter 1 Exploring the World of Business and Economics		Tuesday January 9
	1.4 Concept Check - Weighing the Impact of a Business	2	
	1.8 Concept Check - Economic Systems Compared	1	
	1.10a Concept Check - The Effects of Price on Supply and Demand	1	
	1.10d Concept Check - Industry Strategies	1	
	Lesson 1: Tying it Together	8	
	Lesson 1: Assignment	17	
	Read Chapter 2 Being Ethical and Socially Responsible		Friday January 12
	2.1 Concept Check - Looking for Ethical Behavior	2	
	2.5 Concept Check - Encouraging Ethics in Organizations	1	
	2.8 Concept Check - Two Views of Social Responsibility	1	
	2.9 Concept Check - Assessing the Impact of a Company Decision	1	
	Lesson 2: Tying it Together	9	
	Lesson 2: Assignment	15	
	Read Chapter 3 Exploring Global Business		
	3.3 Concept Check - The Impact of Currency Exchange Rates	1	
	3.5 Concept Check - Restricting Trade with Tariffs and Quotas	1	
	3.6 Concept Check - Setting Trade Policy	4	
	3.12 Concept Check - Risk and Control of Business Methods	1	
	3.12a Concept Check - Select the Example of Importing and Exporting	1	
	3.12b Concept Check - Select the Contractual Agreements	1	
	3.12c Concept Check - Select the International Direct Investments	1	
	Lesson 3: Tying it Together	7	
	Lesson 3: Assignment	14	
	Lesson 3: You Make the Decision	10	
	Read Chapter 4 Choosing a Form of Business Ownership		
	4.1 Concept Check - Forms of Ownership	1	
	4.3 Concept Check - Considerations When Choosing Ownership Structure	3	
4.5 Concept Check - Choosing Business Form Based on Control and Transfer of Ownership	1		
4.7 Concept Check - Pass-Through or Corporate Taxation?	1		
4.9 Concept Check - How Much Do You Owe?	1		
Lesson 4: Tying it Together	6		
Lesson 4: Assignment	11		

Week 3	Read Chapter 5 Small Business, Entrepreneurship, and Franchises		Friday January 19
	5.3 Concept Check - Recognizing the Benefits of Small Business	4	
	5.9 Concept Check - Creating a Winning Business Plan	1	
	5.11 Concept Check - Selecting a Source of Funding	1	
	5.13 Concept Check - The Advantages and Disadvantages of Buying a Franchise	1	
	Lesson 5: Tying it Together	7	
	Lesson 5: Assignment	14	
	Lesson 5: You Make the Decision	10	
	Read Chapter 6 Understanding the Management Process		
	6.1 Concept Check - Which Management Function is It?	1	
	6.3 Concept Check - Elements of SWOT Analysis	1	
	6.7 Concept Check - Skills for Effective Management	1	
	Lesson 6: Tying it Together	6	
	Lesson 6: Assignment	12	

Week 4	Read Chapter 7 Creating a Flexible Organization		Friday January 26
	7.7 Concept Check - The Effects of Centralized Authority	5	
	7.9 Concept Check - Determining the Span of Management	1	
	7.13 Concept Check - Designing an Organization to Fit Corporate Culture	1	
	Lesson 7: Tying it Together	7	
	Lesson 7: Assignment	14	
	Read Chapter 8 Producing Quality Goods and Services		
	8.4 Concept Check - Types of Production	1	
	8.4a Concept Check - Production of Goods Versus Services	1	
	8.6 Concept Check - Considerations for Design Planning	1	
	8.8 Concept Check - Facility Site Selection	1	
	8.11 Concept Check - Benefits of Supply Chain Management	1	
	Lesson 8: Tying it Together	9	
	Lesson 8: Assignment	25	
	Lesson 8: You Make the Decision	10	
	Read Chapter 9 Attracting and Retaining the Best Employees		
	9.1 Concept Check - The Three Phases of HRM	1	
	9.7 Concept Check - The Six Steps of Recruiting	1	
	9.9 Concept Check - Types of Compensation	1	
	9.14 Concept Check - Appraising Performance Appraisal	6	
	9.16 Concept Check - The Reasons for Major HRM Legislation	1	
	Lesson 9: Tying it Together	9	
	Lesson 9: Assignment	18	

Week 5	Read Chapter 10 Motivating Employees and Teams		Friday February 2
	Lesson 10: Poll - What Advice Would you Give this Business Owner?	3	
	10.7 Concept Check - Reactions to Inequity	5	
	10.10 Concept Check - Identify the Steps of MBO	1	
	10.11 Concept Check - Motivating Employees Through Job Enrichment	1	
	10.13 Concept Check - Advantages and Pitfalls of Teamwork	1	
	Lesson 10: Tying it Together	8	
	Lesson 10: Assignment	16	
	Read Chapter 11 Enhancing Employee-Management Relations		
	11.2 Concept Check - Organizing for a Better Workplace	1	
	11.4 Concept Check - Name that Legislation	2	
	11.9 Concept Check - Identify the Negotiation Tactics	1	
	Lesson 11: Tying it Together	7	
	Lesson 11: Assignment	14	
	Lesson 11: You Make the Decision	10	
	Read Chapter 12 Building Customer Relationships through Effective Marketing		
	12.3 Concept Check - Adding Value Through Marketing	3	
	12.6 Concept Check - Influences on Purchase Decisions	1	
	Lesson 12: Tying it Together	8	
	Lesson 12: Assignment	14	

Week 6	Read Chapter 13 Developing and Managing Products		Friday February 9
	13 Introduction Concept Check - Items that Did Not Exist 30 Years Ago	1	
	13.1 Concept Check - Is it a Good, Service, or Both?	1	
	13.5 Concept Check - Phases of Product Development Process	1	
	13.6 Concept Check - Your Turn to Develop a Product	2	
	13.9 Concept Check - Key Characteristics of Each PLC Stage	1	
	13.14 Concept Check - Identify the Packaging Function	1	
	Lesson 13: Tying it Together	9	
	Lesson 13: Assignment	14	
	Read Chapter 14 Managing Distribution and Pricing		
	14.10a Concept Check - Calculating Contribution Margin	1	
	14.10b Concept Check - Calculating Break Even Point	1	
	Lesson 14: Tying it Together	8	
	Lesson 14: Assignment	15	
	Read Chapter 15 Developing Integrated Marketing Communications		
	15.3 Concept Check - Advertising as a Promotional Tool	4	
	15.4 Concept Check - Advertising Media	1	
	15.8 Concept Check - Meeting promotional objectives with sales promotion	6	
	15.12 Concept Check - Building a promotional Campaign	3	
	Lesson 15: Tying it Together	7	
	Lesson 15: Assignment	14	
	Lesson 15: You Make the Decision	10	

Week 7	Read Chapter 16 Exploring Business Technology		Friday February 16
	16.1 Concept Check - Which MIS Function is It?	6	
	16.7 Concept Check - Interacting with Stakeholders Using Online Tools	5	
	16.9 Concept Check - Adapting for Mobile Users	1	
	Lesson 16: Tying it Together	5	
	Lesson 16: Assignment	10	
	Read Chapter 17 Using Accounting and Financial Information		
	Lesson 17: Poll - Financial Information for Everyday Decisions	3	
	17.3 Concept Check - Finding Answers to Financial Questions	1	
	17.6 Concept Check - Classifying Balance Sheet Categories	1	
	17.15 Concept Check - Types of Financial Ratios	1	
	Lesson 17: Tying it Together	8	
	Lesson 17: Assignment	16	
	Lesson 17: You Make the Decision	10	
	Read Chapter 18 Understanding Money, Banking, and Credit		
	Lesson 18: Poll -Before and After 2008	3	
	18.6 Concept Check - Policy Tools of the Fed	1	
	18.10 Concept Check - Determining FDIC Coverage	1	
	Lesson 18: Tying it Together	7	
Lesson 18: Assignment	14		

Week 8	Read Chapter 19 Mastering Financial Management		Thursday February 22
	Lesson 19: Poll - Why is this Business Owner Short of Cash?	3	
	19.1 Concept Check - Evaluating Cash Needs	4	
	19.5 Concept Check - Evaluating Financing Options	5	
	Lesson 19: Tying it Together	7	
	Lesson 19: Assignment	14	
	Read Chapter 20 Understanding Personal Finance and Investments		
	20.1 Concept Check - Taking Control of Your Finances	1	
	20.7 Concept Check - Calculating the Rate of Return	5	
	Lesson 20: Tying it Together	5	
	Lesson 20: Assignment	10	
	Lesson 20: You Make the Decision	10	

Total Points from MindTap	650
Participation Points--earned by attending class & working on Business assignments	350
Total Points for Course	1000

Schedule is subject to change at instructor discretion.