

**Lorain County Community College
Business Division**

**Introduction To Business Administration
BADM 155 (3 cr. hours)**

Text: Understanding Business, 8th Ed., by Nickels, McHugh, McHugh; McGraw-Hill, Irwin, 2008

Course Description

An introduction to the nature of the business environment with an exploration of the various business components and functions.

Synopsis of Suggested Course Outcomes

The student shall be able to:

- ◆ Define the various basic elements of the American business system
- ◆ Identify the basic functions of business, with a greater awareness of various career opportunities
- ◆ Describe the challenges and opportunities facing a business and the business community as a result of the impact of technology, the productivity dilemma and the global economy.

Topical Outline

- ◆ Business Trends in a Diverse and Global Environment
- ◆ Choosing a Form of Business Ownership
- ◆ Motivating Employees and Building Self-Managed Teams
- ◆ Management, Leadership, and Employee Empowerment
- ◆ Adapting Organizations to Today's Markets
- ◆ Marketing: Developing Customer-Oriented Marketing Plans
- ◆ Managing Financial Resources

Course Objectives

1. To introduce for understanding the essential information and concepts of this subject, with a focus on social responsibility and business ethics, international business, and career opportunities in business.
2. To understand that business is a discipline, a process, and an integral part of our everyday lives.
3. To help develop analytical ability, critical thinking, and good business insight and judgment.

Assignments and Instructions:

1. Four exams will be given consisting of objective and short answer questions.
2. Each student will prepare four Critical Thinking assignments consisting of questions chosen from chapters covered for the upcoming test. Assignments will be **typed, printed on clean paper, stapled, and turned in during the class**

period in which they are due. Late work will not be accepted, nor will emailed assignments be accepted.

3. Students will prepare 4 video case studies. Videos will be shown in class and case studies will be due on the indicated dates typed and printed by class time.
4. Students are expected to pre-read chapters prior to scheduled discussion of the material. It should be understood that the student will find success in this course thoroughly read and study the material in order to have a firm grasp of the topics discussed.
5. As in the business world, it is imperative that students follow all instructions with regards to tests, assignments, video cases, and the Stock Market Game. Pleading ignorance is no defense. Students should clarify all questions.
6. This is a business course. Students should be diligent when preparing assignments and be sure to use proper grammar and spelling. Business writing is expected and points will be deducted for misspellings, grammatical errors, and formatting issues.

Grading:

Four (4) exams @ 50 pts. ea.	= 200 points	A = 90%
Critical Thinking Assignments (4 @ 20 pts. Ea.)	= 80 points	B = 80%
Video Case Studies (4 @ 25 pts. Ea.)	= 100 points	C = 70%
		D = 60%
		F = 59%
Participation	= 50 points	
Miscellaneous Assignments	= 20 points	
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	450 Points Total	

Class Policies

1. **Attendance:** Attendance and participation is expected and will be considered when assigning final grades falling on a borderline. Students should participate in class discussions sharing relevant comments, opinions, experiences, and questions in order to add to the enrichment of the discussion.
2. **Instructor availability:** I will be available at least 30 minutes before class and after class or by appointment.
3. **Withdrawal:** Last day to withdrawal to receive a "W" is **July 17, 2009.**
4. **Incompletes:** All course work and requirements are expected to be completed on schedule. (See pgs. 158-159 of LCCC Student Catalog, 2008-09). Please see me in case of an emergency situation.
5. **Academic issues:** Cheating, plagiarism, copying, etc. (See pgs. 182-189 of LCCC Student Catalog 2008-09). There is a **zero tolerance policy on cheating!** Any instances will result in a failing grade and reporting to LCCC academic administration.
6. **Absolutely no cell phones, pagers, ipods, cd players, etc. in class!** All cell phones are expected to be **turned off** during class. Accepting/sending text messages

- or telephone calls during class is **strictly prohibited**, and a student being caught doing so will be asked to leave and will be marked absent for that class period. During tests, **absolutely no electronics** of any kind will be permitted.
7. **ANGEL** - Students are responsible for checking the class folder at *angel.lorainccc.edu* at least twice weekly for class updates, handouts, syllabus addendums, announcements, and any information deemed necessary by the instructor.
 8. **Computer Lab** - BU 104 is open M-TH 8:30 am – 10pm, FR 8:30 am – 3 pm, and S/S 10 am – 5 pm. Please check for summer hours.
 9. **Makeup Tests:** Students will be permitted one makeup test providing that the student has personally spoken to the instructor at least **one hour prior to** exam time. If there is no communication with the instructor **prior to** exam time, an automatic F will be assigned with no opportunity to makeup the exam. In cases of unforeseen circumstances, a doctor's note or other documentation will be required before a makeup exam will be scheduled. The date and time of the makeup exam will be at the instructor's discretion. There will be **no makeups for the final exam!**
 10. **Students** are expected to act appropriately and respectfully towards other students and the instructor. **Disrespectful behavior will not be tolerated under any circumstances.** The instructor will not discuss grades or personal student issues in the classroom. An appointment will have to be scheduled.
 11. **Syllabus** – students are advised to read the syllabus thoroughly and to have a copy available at all times. Students should review the syllabus prior to each class meeting. The instructor reserves the right to change or revise the syllabus as needed.
 12. Due to many students arriving directly from work, you are strongly advised to slip quietly into class. It is more beneficial to attend a partial class than not to attend at all.
 13. Students are required to possess the course textbook and to read all assigned readings in order to be successful in the class.
 14. Participation points will **ONLY** be awarded for those days students actually attended class and participated.

Assignment Schedule

<u>Week 1</u> T – 6/9	Introduction to Class Ch 1 Managing the Dynamic Business Environment
TH – 6/11	Ch 1 Ch 2 How Economics Affects Business: Creation & Distribution of Wealth Ch 2 In Class Assignment
<u>Week 2</u> T- 6/16	Ch 3 Competing in Global Markets VC 1 (Ch 2) Due
TH 6/18	Ch 4 Demonstrating Ethical Behavior and Social Responsibility CT ?'s due: #5 pg. 25, #2 pg. 54, #3 pg. 85, #2 pg. 112
<u>Week 3</u> T – 6/23	Test 1 Ch 19 Securities Markets: Financing and Investing Opportunities
TH – 6/25	Ch 19 Ch 18 Financial Management VC 2 (Ch 19) Due 7/7/09
<u>Week 4</u> T – 6/30	Ch 17 Understanding Financial Information and Accounting pgs. 454-472 Ch 20 Understanding Money, Financial Institutions, and the Federal Reserve CT ?'s due: #5 pg. 541, #1 pg. 507, #1 pg. 479, #3 pg. 568
TH – 7/2	No Class! Assignment: Taking it to the Net, pg. 569 – <u>Typed</u> , Due 7/7/09
<u>Week 5</u> T – 7/7	Test 2 Ch 13 Marketing: Building Customer Relationships
TH – 7/9	Ch 13 Ch 14 Developing and Pricing Products and Services VC 3 (Ch 13) Due
<u>Week 6</u> T – 7/14	Ch 14 Ch 15 Distributing Products Quickly and Efficiently
TH – 7/16	Ch 16 Using Effective Promotional Techniques CT ?'s due: #3 pg. 371, #2 pg. 398, #2 pg. 426, #4 pg. 451
<u>Week 7</u> T – 7/21	Test 3 Ch 5 Choosing a Form of Business Ownership
TH – 7/23	Ch 7 Management, Leadership, and Employee Empowerment
<u>Week 8</u> T – 7/28	Ch 8 Adapting Organizations to Today's Markets VC 4 (Ch 5) due
TH – 7/30	Ch 10 Motivating Employees and Building Self-Managed Teams CT ?'s due: #4 pg. 144, #3 pg. 201, #5 pg. 229
<u>Week 9</u> T – 8/4	Test 4 Last Day!

***The Instructor reserves the right to adjust the schedule as necessary to meet all class objectives.