



**Oregon State University**  
Ecampus

**Course Name:** Business Now

**Course Number:** BA 101

**Credits:** 6 Credits

## **COURSE OVERVIEW & LEARNING OUTCOMES**

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

1. Explain key business activities and how these activities interrelate.
2. Understand how business interacts with the external environment and how this interaction impacts both business and the external environment.
3. Describe the financial, legal, and administrative procedures involved in starting new business ventures.
4. Evaluate ethical issues facing businesses.
5. Analyze and explain current business news from the perspective of different business disciplines.
6. Represent financial analysis models in a spreadsheet including preparation of charts and graphs.

## **MATERIALS**

**Required:** Business: A Changing World, 10<sup>th</sup> Ed. By O.C. Ferrell, Geoffrey Hirt and Linda Ferrell, 2010, McGraw Hill

**Required for Excel Lab:** We will use My Educator, Prometheus Excel for your lab experience. Here is how to access it:

Copy and paste the following link into your internet browser: <http://www.myeducator.com/s/-098-rJm01/>

There should be one item in your cart: Lifetime access to the content (Excel Educator) for \$69.99.

Click on the "Checkout" button. Payment information will be needed.

You will be asked to create an account with MyEducator . USE YOUR NAME, OSU EMAIL, AND STUDENT ID

Once complete, you will be brought to the Excel course material.

## BA 101: Business Now – Course Syllabus

After registering, you can get to the Excel modules at [www.myeducator.com](http://www.myeducator.com) then sign in.

**Optional Reading:** For your “Newsroom Assignment” I suggest the following:

- Business Week – <http://www.resourcecenter.businessweek.com>
- The Economist – [www.economist.com](http://www.economist.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](http://www.wsjstudent.com)

**NOTE:** For textbook accuracy, please always check the textbook list at the [OSU Bookstore website](#). Sample syllabi may not have the most up-to-date information.

## COURSE EVALUATION AND GRADING

### Graded Work

Assignment or Assessment	Max points	Percent (rounded)
Individual Assignment – News Room- compare current news to our course topics.	200	5
Team Assignments “Effective Teambuilding” Learning how to work well as a team	350	10
Team Final Assignment – “The greatest new business” Team analysis of a current success story.	400	11
Participation ~Newsroom comments ~Bonus points ~Team Member Performance Evaluation	100 50 50	5
Quizzes: 6 @100 points each	600	16
Excel Lab: 10 assessments @100 points each	1,000	27
Exam 1 – Comprehensive and Proctored	400	11
Final Exam – Comprehensive and Proctored	500	14
Total possible points	3,650	100

### Grading Standards

Grade	Min %	Grade	Min %	Grade	Min %
A	93.0	B-	82.0	D+	67.0
A-	90.0	C+	77.0	D	63.0
B+	87.0	C	73.0	D-	60.0
B	85.0	C-	70.0	F	BELOW 60.0

## BA 101: Business Now – Course Syllabus

### Schedule of Course Topics and Assignment Due Dates

The syllabus only provides a general plan. I reserve the right to make changes/additions to it as necessary. All assignments are due on or before 11:59PM on the last day of the module with the exception of the final. See below.

Mod	Dates	Topics	Chapter	Assessment/Due
1		<b>Text Part 1:</b> <b>Business in a changing world</b> Course Introduction Chapter 1 The dynamics of business and economics Effective Teambuilding Module 1	1	Excel 1 Module 1 Team Assignment
2		Chapter 2 Business ethics and social responsibility Chapter 3 Business in a borderless world Effective Teambuilding Module 2	2 3	Quiz 1 Excel 2 Module 2 Team Assignment
3		<b>Part 2: Starting and growing a business</b> Chapter 4 Options for organizing a business Chapter 5 Small business, entrepreneurship, and franchising Effective Teambuilding Module 3	4 5	Quiz 2 Newsroom 1 Excel 3 Module 3 Team Assignment
4		<b>Part 3 Managing for quality and competitiveness</b> Chapter 6 The nature of management Chapter 7 Organization, teamwork and communication Chapter 8 Managing service and manufacturing operations Effective teambuilding module 4	6 7 8	Quiz 3 Newsroom 2 Excel 4 Module 4 Team Assignment
5		<b>Exam 1 Review and Exam</b> Effective teambuilding module 5		<b>Exam 1</b> will be available on 10/29 at 12:01 am until 11/01 at 11:59 pm. It will not be available otherwise. It is a proctored exam. Excel 5 Module 5 Team Assignment
6		<b>Part 4 Creating the human resource advantage</b> Chapter 9 Motivating the workforce Chapter 10 Managing human resources	9 10	Quiz 4 Newsroom 3 Excel 6 Module 6 Team Assignment
7		<b>Part 5 Marketing: Developing relationships</b> Chapter 11 Customer driven marketing Chapter 12 Dimensions of marketing strategy	11 12	Newsroom 4 Excel 7
8		Chapter 13 Digital marketing and Social Networking	13	Quiz 5 Newsroom 5 Excel 8

## BA 101: Business Now – Course Syllabus

9		<b>Part 6 Financing the enterprise</b> Chapter 14 Accounting and financial statements Appendix D Personal Financial Planning	14 15	Quiz 6 Newsroom 6 Excel 9
10		Course Review Effective teambuilding module 6	16	Excel 10 Module 10 Team Assignment Team Member Performance Evaluation Assignment Team Final Assignment “The greatest new business”
11		<b>Final Exam – Comprehensive and Proctored</b>		Your final exam will be available on 12/07 at 12:01 am until 12/09 at 11:59 pm. It will not be available otherwise. It is a proctored exam.

### Text Overview

#### Part 1: Business in a changing world

Chapter 1 The dynamics of business and economics  
 Chapter 2 Business ethics and social responsibility  
 Chapter 3 Business in a borderless world

#### Part 2 starting and growing a business

Chapter 4 Options for organizing a business  
 Chapter 5 Small business, entrepreneurship, and franchising

#### Part 3 Managing for quality and competitiveness

Chapter 6 The nature of management  
 Chapter 7 Organization, teamwork and communication  
 Chapter 8 Managing service and manufacturing operations

#### Part 4 Creating the human resource advantage

Chapter 9 Motivating the workforce  
 Chapter 10 Managing human resources

#### Part 5 Marketing: Developing relationships

Chapter 11 Customer driven marketing  
 Chapter 12 Dimensions of marketing strategy  
 Chapter 13 Digital marketing and Social Networking

# BA 101: Business Now – Course Syllabus

## Part 6 Financing the enterprise

Chapter 14 Accounting and financial statements

Appendix D Planning Personal finance

## COURSE POLICIES

### Amount of Study

A student with average college reading ability and strong study habits should expect to spend approximately 9-12 hours per week outside of class reading, preparing for labs, completing assignments, studying, etc. The hours will vary week to week depending on subject matter, assignments, and tests.

### Participation

This course covers a great deal of ground in a short period of time, so success is highly dependent on keeping up with the course schedule.

### Teamwork

Each team member is expected to participate fully in the team project. Teams will self-organize their work and every team member is expected to do their fair share of the work. At the end of the term, each team member will participate in a “Team Member Evaluation” exercise. Team members will evaluate each other’s performance. Should any team member’s performance be evaluated to be less than equal, that team member’s grade on the team project will be reduced accordingly.

### Discrimination and Harassment

Discrimination and/or harassment, electronically or in person, will not be tolerated in this course. 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.

### Midterm and Final Exams

The midterm and final exams are proctored. Each student is responsible for arranging for his or her approved proctor. The student is responsible to complete each exam on or before the due date specified in the course schedule. Both exams are comprehensive and may include multiple choice, short answer and essay questions.

### Excel Lab

We will use My Educator, Prometheus Excel for your entire Excel Lab experience, including assignments and assessments. It is located at: <https://www.myeducator.com/>

### Grade Issues

Grade issues for a specific assignment, quiz, or exam need to be communicated to the professor within one week of grades being posted. Issues brought to the professor after this will not be considered.

### Late Assignments

Assignments turned in late will have ten percent deducted immediately after the due date and again for each 24 hours late unless you have an acceptable reason (such as a death in your immediate family or personal hospitalization) and get advance approval from the instructor. The class schedule provides reading assignments, due dates for assignments, and the dates of exams. Students are responsible for adapting to changes to it and to the class schedule. Changes, if any, will always be announced during class, and/or posted on a revised schedule on Canvas.

# BA 101: Business Now – Course Syllabus

## Extra Credit

There is no extra credit offered in this course.

## Bonus Points

Bonus points are awarded for exemplary work, at the instructor's choice. Ways to receive bonus points include getting a large number of "LIKES" on Canvas for discussions, providing work that gets used as an example for the class; bringing in outside information that is used for other students. Bonus points are not awarded to raise a poor grade.

## Canvas and Email

Outside of the classroom Canvas will be the main communication tool. I will use it to post changes to the syllabus, grades, class notes, assignments, additional reading, announcements, etc. Assignments will be submitted via Canvas. Students are expected to check Canvas and email daily. Canvas can be accessed through the OSU home page.

I will also be using your **ONID email** as a major communication method. I recommend checking ONID daily.

## Academic Dishonesty

According to OSU student conduct regulations, academic dishonesty is defined as an intentional 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. All cases of suspected academic dishonesty will be handled in strict accordance with University and College Policies. Students are expected to follow University policies. Please refer to Office of Student Conduct website for more information <http://studentlife.oregonstate.edu/studentconduct> and College of Business policies.

Assignments will be assigned to both individuals and teams. You will be expected to complete your work as is appropriate for each assignment.

Any case of academic dishonesty will result in a grade of F for the course. This action is allowed according to the Academic Regulations and Procedures as described in the Schedule of Courses. This includes anyone found to be using the work or analysis of other individuals/groups in the class or other classes (past or present). Anyone who provides information to other students will be similarly disciplined. Exceptions will not be made for graduation status or magnitude/type of dishonesty.

If there is any doubt about the meaning and interpretation of the Academic Regulations and Procedures, ask for an explanation. Helpful information can also be found at <http://oregonstate.edu/admin/stucon/achon.htm>. Additional information and a statement of expectations for student conduct, i.e., cheating policies may be found at:

<http://oregonstate.edu/admin/stucon/achon.htm>

## ADA statement

**Disability Accommodation.** 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.

## College Student Honor Code

<http://business.oregonstate.edu/feature-story/college-business-code-honor>

## BA 101: Business Now – Course Syllabus

A code of honor represents the moral commitments of those abiding to it. While each person lives by their personal code, the establishment of collective values creates a universal goal to which we can aspire. It is through the pursuit of these professional attributes that we reduce the possibility of immoral actions ourselves.

In order to uphold our personal character and the organization that we proudly call our own, we take this oath.

- **Integrity** The quality of being honest and having strong moral principles, Integrity stands as the backbone of character and is essential for success.
- **Respect** to others and yourself, is a commitment to the fair treatment and competition with others. Through respect we embolden the character of others and ourselves.
- **Responsibility** We are held accountable to our word and actions as professionals to embed a steadfast commitment to honor in our decisions

College Academic Policies and Standards may be accessed at <http://business.oregonstate.edu/main/academic-policies-and-standards> regarding student professional behavior standards and corrective actions to meet academic or professional standards.

### About the Instructor

Jon B. Broome, MBA received his bachelor of science in engineering international affairs from West Point in 1982 and an MBA from the U of O in 1991. His professional experiences include:

<ul style="list-style-type: none"><li>• US Army officer/ARMOR</li><li>• CEO Prewire Teleconnections</li><li>• CEO Unity Farm Executive Retreat Center</li><li>• Marketing and Sales Director, Tarleton Bull Rapid Prototyping</li><li>• CEO Jon Broome &amp; Associates, Innovation Consulting</li><li>• Owner, Beulah Red Marble Quarry</li></ul>	<ul style="list-style-type: none"><li>• Director, Innovation Management Program and Sustainable Farm Business Management Programs, Lane Community College</li><li>• Director, Launch of Cascade Health Solutions Membership Based Primary Care Clinic</li><li>• Director, Expansion of Volunteers in Medicine Health Clinic</li><li>• Director, Launch of Exceptional Health Care Membership Health Clinic</li><li>• Director, Launch of Code3 Simulator</li><li>• Director, Thought Cycle Numbershire launch</li></ul>
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He is the author of Transformation Innovation 2<sup>nd</sup> edition, Empowered Visions Workbook and has published numerous articles on business leadership and innovation. He received an OSU Newcomb Associate Award for teaching excellence in 2012 and 2013. Jon's service activities have included: ARABLE farm loan program board of trustees; Oregon Tilth Certified Organic board of directors; Oregon School District 71 board of directors and Rotary International. He has 2 sons.



*Jon on top of Mt. Elbert in Colorado*

## BA 101: Business Now – Course Syllabus

### Grade Criteria

NOTE: Grades are earned and distributed fairly. They are not “given.” To ask for a higher grade than you earn is asking for an UNETHICAL consideration. You should decide now what grade you want to earn in this class. You have ample opportunity to earn that grade. Please feel free to discuss your grade requirements with me during the first two weeks of the quarter. Throughout the quarter I will work with you and do all I can to help you earn the grade you need. However, do not ask me to supplement your earnings at the end of the term as that could be viewed as attempting to gain an unfair advantage and a possible honor violation. Therefore, there is no need to request a grade change at the end of quarter due to your need to either: (1) graduate, (2) avoid academic probation, (3) get off probation, (4) stay in the country, (5) stay in school, (6) keep your scholarship or financial aid, (7) avoid the wrath of your parents, or (8) avoid any other grade related calamity.

You must demonstrate the following behaviors and results to receive your desired grade.

#### “A” Student

- Reads all materials (including footnotes) before class, and take competent notes.
- Prepares for all class tasks (in-class and outside), presenting written work promptly, neatly prepared, according to guidelines, well organized, and free from serious errors.
- Always makes an effort to clarify misunderstood material, whether in-class, in office hours, through email or on the phone.
- Participate actively and intelligently in class.
- **Demonstrates unusual knowledge of the subject matter (as demonstrated by tests, class discussions, and assigned or voluntary projects).**
- Shows outstanding ingenuity or initiative in relating knowledge to new situations and/or problems.
- Rarely misses class, but always assumes responsibility for making up work missed during absence.
- Understands assignments clearly and follows directions accurately, and answers questions appropriately.
- Could, and does tutor other students about material, especially members of assigned working group.
- Is a team leader or strong member.

#### “B” Student

- May read all materials before class, but sometimes after, and maybe just before an exam.
- Prepares for some class tasks (in-class and outside), presenting written work free from serious errors, but may contain small inadequacies that could have been caught through review.
- Usually makes an effort to clarify misunderstood material, in-class, or possibly in office hours.
- Participates occasionally in class.
- **Possesses a good knowledge of the subject matter (as demonstrated by tests, class discussions, and assigned projects).**
- Shows some ingenuity or initiative in relating knowledge to new situations and/or problems.
- Occasionally misses class, and mostly assumes responsibility for making up work missed during absence.
- Understands assignments and follows directions, but may leave some items out.
- Is a good team member.

#### “C” Student

- May or may not do reading, whether before class or after.
- Does the written work that is required, and the work is of acceptable quality, but in need of correction and/or rewriting.
- Team effort may be difficult, either due to interest or other activities.
- Possesses and uses a moderate vocabulary in the subject.
- May attend class, but if missed, may or may not try to recover information.
- When in attendance, is attentive, but takes a fairly inactive part in class discussions.

## BA 101: Business Now – Course Syllabus

- **Possesses average knowledge of the subject matter (as demonstrated by tests and class discussions).**
- Shows little resourcefulness or ingenuity in relating knowledge to new situations and/or problems.
- Infrequently clarifies material that may be misunderstood, and rarely secures outside help due to other commitments.
- Is a fair team member, but will miss meetings and assignments.

### “D” Student

- Scores on assessments are below average.
- Does not complete assignments.
- Team effort and participation is low.
- Does not appear to understand subject vocabulary.
- Misses more than two classes and does not attempt to recover information.
- Consistently is inactive in class discussions.

### “F” Student

- Performs below “D” Student.

### TECHNICAL ASSISTANCE:

If you experience computer difficulties, need help downloading a browser or plug-in, assistance logging into the course, or if you experience any errors or problems while in your online course, contact the OSU Help Desk for assistance. You can call (541) 737-3474, email [osuhelpdesk@oregonstate.edu](mailto:osuhelpdesk@oregonstate.edu) or visit the [OSU Computer Helpdesk](#) online.

- [COURSE DEMO](#)
- [GETTING STARTED](#)

### COURSE SITE LOGIN INFORMATION

Information on how to login to your course site can be found [HERE](#).

### REFUND POLICY INFORMATION

Please see the [Ecampus website](#) for policy information on refunds and late fees.