**NOTE to prospective students:** This syllabus is intended to provide students who are considering taking this course an idea of what they will be learning. A more detailed syllabus will be available on the course site for enrolled students and may be more current than this sample syllabus.

## BA 101 Business Now

### Online Syllabus

**Instructor**  
Jon Broome, MBA

**Contact**  
jon.broome@bus.oregonstate.edu  
*Please include “BA101” in the subject line for all emails*  
(541)953-7725

**Availability and response expectation:** I will attempt to respond to both phone calls and emails within 24-48 hours, Monday through Friday from 8AM to 5PM Pacific Time. I will generally not be available on weekends.

**Pre-requisites**  
None

### 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 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/](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.

For more information, contact:  
Web: [ecampus.oregonstate.edu](http://ecampus.oregonstate.edu)  
Email: [ecampus@oregonstate.edu](mailto:ecampus@oregonstate.edu)  
Telephone: 800-667-1465
After registering, you can get to the Excel modules at www.myeducator.com then sign in.

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

- Business Week – http://www.resourcercenter.businessweek.com
- Planet Money – http://www.npr.org/blogs/money/ or free podcast subscription through iTunes.

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

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

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<th>Min %</th>
<th>Grade</th>
<th>Min %</th>
<th>Grade</th>
<th>Min %</th>
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<tr>
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<td>93.0</td>
<td>B-</td>
<td>82.0</td>
<td>D+</td>
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<tr>
<td>A-</td>
<td>90.0</td>
<td>C+</td>
<td>77.0</td>
<td>D</td>
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<tr>
<td>B+</td>
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<td>C</td>
<td>73.0</td>
<td>D-</td>
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<td>B</td>
<td>85.0</td>
<td>C-</td>
<td>70.0</td>
<td>F</td>
<td>BELOW 60.0</td>
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</table>
## 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.

<table>
<thead>
<tr>
<th>Mod</th>
<th>Dates</th>
<th>Topics</th>
<th>Chapter</th>
<th>Assessment/Due</th>
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<tbody>
<tr>
<td>1</td>
<td></td>
<td>Text Part 1: Business in a changing world</td>
<td>1</td>
<td>Excel 1 Module 1 Team Assignment</td>
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<td></td>
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<td>Course Introduction</td>
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<td></td>
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<td>Chapter 1 The dynamics of business and economics</td>
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<td>Effective Teambuilding Module 1</td>
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<td>Chapter 2 Business ethics and social responsibility</td>
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<td>Quiz 1</td>
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<td>Chapter 3 Business in a borderless world</td>
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<td>Excel 2</td>
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<td>Effective Teambuilding Module 2</td>
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<td>Module 2 Team Assignment</td>
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<td>Part 2: Starting and growing a business</td>
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<td>Quiz 2</td>
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<td>Chapter 4 Options for organizing a business</td>
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<td>Newsroom 1</td>
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<td>Chapter 5 Small business, entrepreneurship, and franchising</td>
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<td>Excel 3</td>
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<td>Effective Teambuilding Module 3</td>
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<td>Module 3 Team Assignment</td>
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<td>Part 3 Managing for quality and competitiveness</td>
<td>6</td>
<td>Quiz 3</td>
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<td>Chapter 6 The nature of management</td>
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<td>Newsroom 2</td>
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<td>Chapter 7 Organization, teamwork and communication</td>
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<td>Excel 4</td>
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<td>Chapter 8 Managing service and manufacturing operations</td>
<td>8</td>
<td>Module 4 Team Assignment</td>
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<tr>
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<td></td>
<td>Effective Teambuilding module 4</td>
<td>8</td>
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</tr>
<tr>
<td>5</td>
<td></td>
<td>Exam 1 Review and Exam</td>
<td></td>
<td>Exam 1 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</td>
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<tr>
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<td>Effective teambuilding module 5</td>
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<td>6</td>
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<td>Part 4 Creating the human resource advantage</td>
<td>9</td>
<td>Quiz 4</td>
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<td>Chapter 9 Motivating the workforce</td>
<td>9</td>
<td>Newsroom 3</td>
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<tr>
<td></td>
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<td>Chapter 10 Managing human resources</td>
<td>10</td>
<td>Excel 6</td>
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<td>7</td>
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<td>Part 5 Marketing: Developing relationships</td>
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<td>Newsroom 4</td>
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<td></td>
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<td>Chapter 11 Customer driven marketing</td>
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<td></td>
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<td>Chapter 12 Dimensions of marketing strategy</td>
<td>12</td>
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<tr>
<td>8</td>
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<td>Chapter 13 Digital marketing and Social Networking</td>
<td>13</td>
<td>Quiz 5</td>
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<td>Newsroom 5</td>
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<td>Excel 8</td>
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</tbody>
</table>
## BA 101: Business Now – Course Syllabus

| 9 | Part 6 Financing the enterprise
Chapter 14 Accounting and financial statements
Appendix D Personal Financial Planning | 14 | Quiz 6
15 | Newsroom 6
16 | 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 | Final Exam – Comprehensive and Proctored |  | 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
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.
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
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](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:

<table>
<thead>
<tr>
<th>US Army officer/ARMOR</th>
<th>Director, Innovation Management Program and Sustainable Farm Business Management Programs, Lane Community College</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO Prewire Teleconnections</td>
<td>Director, Launch of Cascade Health Solutions Membership Based Primary Care Clinic</td>
</tr>
<tr>
<td>CEO Unity Farm Executive Retreat Center</td>
<td>Director, Expansion of Volunteers in Medicine Health Clinic</td>
</tr>
<tr>
<td>Marketing and Sales Director, Tarleton Bull Rapid Prototyping</td>
<td>Director, Launch of Exceptional Health Care Membership Health Clinic</td>
</tr>
<tr>
<td>CEO Jon Broome &amp; Associates, Innovation Consulting</td>
<td>Director, Launch of Code3 Simulator</td>
</tr>
<tr>
<td>Owner, Beulah Red Marble Quarry</td>
<td>Director, Thought Cycle Numbershire launch</td>
</tr>
</tbody>
</table>

He is the author of Transformation Innovation 2nd 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*
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.
- 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.
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 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.