

BA 101 Syllabus

Introduction to Business

Instructor Information:

Instructor: Yuli Auld

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Office Location: Rock Creek Building 3 room 201

Term: Winter 2009

Course Description

Introduction to Business is designed to expose the student to many aspects of business. The student will gain a basic understanding of forms of business, how they work in our environment and the principle activities of a modern business.

This course is also designed to expose the student to the multiple career fields in the areas of business. The importance of business is also stressed throughout this course.

Instructional Approach

This course is arranged chronologically and employs a modular design. Each week, students should complete all assignments listed in that week's lesson module. These modules will appear directly on the homepage, and are also available by clicking "Learning Modules" on the Course Menu.

Due dates for each week's assignments will be listed within the module itself, as well as in the "course calendar" which is also available on the Course Menu. Assignments within the modules may direct students to use many of the tools contained in Blackboard including the Assignment dropbox, Discussion Board, and Quizzes. These tools will be accessible both from within the weekly learning modules, as well as from the Course Menu.

Communication Guidelines

This course will utilize the Blackboard e-mail system which can be accessed from the Course Menu. You may send a private e-mail to your instructor and/or classmates. I will be checking e-mail in Blackboard daily. E-mail sent on weekdays will be answered within 24 hours. E-mail sent over the weekend will usually be answered within 24 hours and no later than the following Monday.

If your question or comment would be of interest to other students, please post it to the public Discussion area. This way other participants can help answer questions, and all participants will benefit from the answers. Please refer to the information on "netiquette" in the introductory module for guidelines governing the content of written communications. Your first communication assignment is to introduce yourself in the discussion topic "Introductions."

Learning Outcomes

Demonstrate techniques for communicating effectively within an organization

- Demonstrate an understanding of the forces that shape the business and economic structure of the United States of America.
- Demonstrate an understanding of the major functions of business including Management, Accounting /Finance, Marketing, Investments, and Information Technology.
- Explain why business ethics is an integral part of every business organization.
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Course Prerequisites none

Required Text "Introduction to Business", Ninth edition, Pride Hughes and Kapoor, 2008

Participation Expectations

Students in this course are expected to enter the course at least 3 times a week to work on the modules, check e-mail, and participate in discussions. Prompt participation in discussions is especially important when group work is involved since others in your group are depending on your input. Each time you log into the course be sure to check for any new announcements, e-mail and discussion messages, and calendar postings.

Activities, Assignments and Assessments

Each week students will be required to read material from the text then complete the weekly assignments.

Evaluation of Assignments /Assessment

Grades are based on your written assignments, quiz and exam results, and the quality of your participation in class discussions. I will send feedback on assignments and post grades within one week after the due date. Be sure to look at your assignments and quizzes after they have been graded in order to receive feedback.

Grading Criteria:

Activity	Points each	Total
Quizzes (10)	10	100
Discussions (10)	10	100
International Assignment (“If You Could Work Anywhere, Where Would it Be?” -Term Paper	150	150
Final Exam	150	150
Total		500

Grading Scale:

Letter Grade	Total Final Percentage
A	90 - 100
B	80 - 89
C	70 - 79
D	60 - 69
F	< 60

Late Work & Make-up Policy

Assignments must be completed on time in order to earn full credit. (*Late assignments submitted within one week will earn 50% credit.*) Assignment will not be accepted for grade beyond the first week.

Academic Integrity (i.e., cheating, plagiarism, etc...)

Cheating is against school policy. Cheating includes any attempt to defraud, deceive, or mislead the instructor in arriving at an honest grade assessment, and may include copying answers from other students or using unauthorized notes during tests. Plagiarism is a particular form of cheating that involves presenting as one's own the ideas or work of another, and may include using other people's ideas without proper attribution and submitting another person's work as one's own. Violations of the cheating policy will result in a grade of '0' for the assignment in question, and may result in a failing grade for the course at the instructor's discretion. For further information review the institution's [Academic Integrity Policy](#).

ADA Statement

PCC is committed to supporting all students. If you have an accommodation form from the Office for Students with Disabilities (OSD), please make arrangements to meet with me privately to discuss your needs. Accommodations are not retroactive, but begin when the instructor receives the OSD Approved Academic Accommodations form from the student. To request academic accommodations due to a disability, please call 503-614-7300 to make an appointment with an OSD Counselor or visit [PCC's Office for Students with Disabilities](#).

Term Paper- International Assignment

“If you could work anywhere outside the USA, where would it be?”

Want to move-up through the company ranks? You need to be willing to take an assignment that will take you far and away from home. Corporations feel that their successes hinge on being able to compete globally; being close to the markets their attempting to break into enhances the chances of success. To do so companies are looking for workers who are willing to take overseas assignments. There are many reasons for sending workers abroad either for short or long term assignments. Opening up overseas markets, filling the vacated positions and negotiating mergers and acquisitions are just a few reasons. You, an undergraduate student, aspire (someday) to work for a multinational corporation and to relocate outside the USA once you finish college. If you could be working anywhere, where would it be? Before heading for overseas assignment, most companies will encourage you to do research as much as possible in order to make the transition as smooth as possible and to minimize the culture shock. 1. Choose the country you would like to work and state the reasons why you choose the country. 2. Research the current economic, social and legal climates, the languages spoken. If you're not proficient in any of the languages spoken in your chosen country, how will you address the issue? 3. What are the business or social norms/traditions. For example, I recently visited Chile and Argentina as part of the faculty development seminar, the Portenos (the residents of Buenos Aires, Argentina) observe siesta time in which people literally would take a long break after lunch to rest or nap usually between 2 to 5 PM. This can be a culture shock for you who are used to working through your lunch hour in order to crank the report out (Imagine the productivity rate of the country). 4 In your opinion, what are the rewards and challenges you will face working in that country?