

Portland Community College
12000 SW 49th Ave.
Portland, OR

Course Syllabus Spring Term 2007
Introduction to Business, BA 101
CRN 44669: 4 credits

Instructor: Greg Rapp, MBA
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Office Hours: T/W 9:00 – 11:00

Course Materials: Textbook: Pride, Hughes, and Kapoor (2005). Business (8th edition), New, York, NY. Houghton, Mifflin Company.

Wall Street Journal (student 10 week subscription) is recommended. See instructor for sign up.
Web-CT / class website will be used throughout the course.

Students with Disabilities: Please visit me if you need accommodation or have any difficulties which might affect your performance in this class.

Course Description: This course is introductory in nature. A multitude of business disciplines such as management, marketing, finance and accounting are discussed. In addition, various institutions that operate in the business environment such as government and financial institutions are studied. It is my goal that you complete this class with a more complete understanding of business practices, and an appreciation for the importance of business in society.

Course Evaluation:

Point Breakdown:

Stock Portfolio: Initial Stock Investments Form	25 points
Stock Portfolio: Final Stock Analysis Form.....	25 points
International Theme Group Presentation.....	100 points
4 Chapter Exams (60 points each)	240 points
In class assignments/quizzes/homework	(up to) 75 points
Attendance/Participation	50 points
TOTAL	515 POINTS

Additional projects may be assigned during the course of the term.

Grade Policy: Grades will be determined on a percent of possible points. "A" grades will consist of point totals of 90% or more of the total possible. "B" grades represent totals of 80% or more, etc. If at any time you are concerned about your performance please see me.

If you decide to stop attending class it is your responsibility to withdraw from the class by officially withdrawing through the PCC Registrars office. This can be done on-line or in person. For complete details check the current PCC Schedule of Classes.

Responsibility for withdrawal from a class within the specified withdrawal timelines resides with the student. To have tuition charges removed, students must withdraw from the class within the first two weeks of the term (or equivalent*). If a student withdraws from a class in the first four weeks, the class will not appear on the transcript. A withdrawal in the fifth through the eighth week will show as a "W" on the transcript. Students must withdraw before the end of the eighth week, or a grade mark will be assigned by the instructor.

Students desiring an "Audit" grade must notify the instructor by the end of the third week of class, otherwise a letter grade must be assigned.

TEST, QUIZ AND ASSIGNMENT DETAILS

Chapter Exams: Chapter exams will consist of multiple choice questions and possibly short essay questions. Business vocabulary will be stressed. It is very important to know the meaning of the “Key Terms” that appear in the back of each chapter. Each test will likely consist of 40 – 60 multiple choice questions and/or true false questions. Please bring one Scantron form (882-E). Scantrons are sold in the bookstore. There are five tests scheduled. I will keep your four best scores.

Stock Portfolio: Each student will manage a \$50,000 portfolio. The class will conduct a competition that will run for approximately eight weeks. You will submit an “Initial Investment form” – see website – that provides information on which stocks you’ve selected. After the competition closes you will submit a “Performance Analysis form” –see website- that explains your stock’s performance. We will see who can earn the highest return with their investments. Additional details will be discussed in class and posted at the instructor’s web site. Each student that exceeds the S&P 500 will earn 3 extra credit points.

In-Class Assignments / Quizzes and Homework: The instructor will on occasion assign short assignments in class. Most of these will involve short business research and exploration using the internet. There are no make-ups allowed on these assignments. These assignments may include reading Wall Street Journal articles and preparing for discussions and/or quizzes based on the assigned reading. Several of these assignments will be made during the term with each assignment worth no more than 10 points. It’s very important to be in class to earn these points.

Participation: Each student is expected to be an active participant in the class, which includes meaningful comments and questions regarding the subject material. Sincere questions and comments will only enhance ones grade, never detract from it. It is the responsibility of each student to come to class prepared for quizzes and with any written assignments due at that class meeting. **Make up quizzes, tests or assignments will not be allowed.**

International Group Presentation:

The purpose of this project is to learn more about an important economic trading community or a leading trade partner (country) with the United States. In addition, students will have the opportunity to learn more about the culture in the region they select. It’s important in today’s world to be aware of the larger world around us from a cultural, economic and business perspective. This project will allow each student to learn more about an important international economic community and learn more about the cultural characteristics of the area selected.

Each group of four students will prepare a 20 minute presentation. The presentation will cover two main topics: 1) a major international economic community/or a major US trading partner (country) **and** 2) the cultural characteristics of that country or region.

For topic #1, major international economic communities that can be selected include: the European Union, NAFTA, Carribean Basin Initiative (CBI), MERCOSUR (Common Market of the Southern Cone), ASEAN (Association of Southeast Asian Nations) or groups may select a major US trading partner such as China, Japan, Mexico, Germany, South Korea, Taiwan, etc.

For topic #2, students are asked to locate a PCC student or local business person that is from the country/region you’ve selected. You may want to work with the Multi-Cultural Center, Sylvania Campus, CC Bldg. for help in locating prospective students to interview. This person should be interviewed by your group to address at a minimum the themes presented in the table below. Try to get this person to attend class the day your team gives its group presentation.

The following table lists some of the themes you will want to address in your presentation. You may introduce other topics. Your group presentation will cover Topic #1 and Topic #2.

Topic #1 (select 1 column)		Topic #2
International Economic Community	US trading partner (specific country)	Cultural Characteristics (from your interview of a PCC international student)
History of formation	GDP	Provide some background on this country i.e. population, major cities, type of government, major languages, religions, etc.
Trading block goals	Major imports / exports	Describe how culture / customs are different in your home country
Combined GDP	Currency / current exchange rates	What are the biggest challenges you've encountered studying / working in the US.
Summary of 3 recent events that have affected the trading block	Current balance of trade with the U.S.	What should an American business person going to your country know about communication styles there
	Summary of 3 recent events that have affected trade relations	

Each presentation should be no less than 15 minutes and no more than 20. Teams will present on selected days beginning in the 8th week of the term. All team members are expected to present information on your team's assigned day.

Class Schedule

The following is a tentative schedule. Changes may be necessary due to weather, or other institutional conflicts. Changes will be announced in class and on the class website.

Class Session	Reading Assignment / Topics	Tests, Quizzes, Assignments
April 2	Introductions, Review Syllabus	
April 4	Ch. 1: The World of Business	
April 9	Ch. 2 Business Ethics and Social Responsibility	
April 11	Ch. 21: Understanding Securities and Investments	Stock Portfolio (Initial Investments Due) bring Wall Street Journal newspaper to class
April 16	Ch. 3: Global Business	TEST #1 (Chapters 1, 21)
April 18	Ch. 3 and 5: Forms of Business Ownership	
April 23	Ch. 6: Small Businesses, Franchising, Entrepreneurship	
April 25	Ch. 13: Marketing Principles	TEST #2 (Chapters 3, 5, 6)
April 30	Ch. 14: Marketing (Product Strategies)	
May 2	Ch. 15 Marketing (Distribution)	
May 7	Ch. 16 : Marketing Communication	
May 9	Ch. 16 : Marketing Communication	TEST #3 (Chapters 13, 14, 15, 16)
May 14	Ch. 7: Management Processes	
May 16	Ch. 9: Producing Quality Goods and Services	
May 21	Ch. 10: Human Resources Management	
May 23	Ch. 12: Enhancing Union-Management Relations	
May 28	No Class: Memorial Day	TEST #4 (Chapters 7, 9, 10, 12) due online by May 28
May 30	Ch. 18: Accounting	
June 4	Ch. 19: Money and Banking	
June 6	Ch. 20: Financial Management	Stock Portfolio Performance Analysis Due
June 11	Final Exam: usual class time	TEST #5 (Chapters 18, 19, 20)