

Southern Maine Community College  
Online Introduction to Business  
Spring 2016

**Course Title:** Introduction to Business

**Course Number:** BUSN 100

**Credit Hours:** 3

**Instructor:** Tove Rasmussen, MBA

**Course Type:** Online

**Email:** [trasmussen@smccme.edu](mailto:trasmussen@smccme.edu) – E-mail is checked every weekday.

**\*\*\*Check your email and messages on Blackboard for any messages for announcements relevant to the course.\*\*\***

### **Course Description**

A rigorous examination of the key decisions that business organizations face, with particular emphasis on the role that technology and society play when making those decisions. Students examine numerous situations involving products, processes, ethics, teamwork, and markets to familiarize themselves with the choices that face business owners and their employees.

### **Required Resources/Text**

Courtland L. Bovee, John V. Thill, Business in Action, 7<sup>th</sup> Edition (Pearson Prentice Hall: New Jersey), 2015

*Blackboard will be used for all class discussions and assignment file exchange.*

### **Course Objectives**

1. Understand the role business plays in society.
2. Identify the various functions of business and how they interrelate.
3. Build skills, awareness, and insight that allow the student to apply class knowledge to everyday situations.
4. Learn business vocabulary and business concepts that can be utilized in online discussions and assigned course work.
5. Familiarize the student with choices and key decisions that organizations, business owners and employees face.

### **Student Evaluation and Grading**

30% Quizzes  
25% Online Discussions/Journals/Ch 11 news article  
30% Exams  
15% WSJ/News/Personal Finance articles

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100% Total

### **SMCC Grading**

A	93-100	C+	77-79
A-	90-92	C	73-76
B+	87-89	C-	70-72
B	83-86	D+	67-69
B-	80-82	D	63-66

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### **Attendance and Participation**

Online discussions and assignments will be posted for your course on Blackboard. They are **due by Wednesday at 11:55 pm**, Eastern Standard Time. **Responses to other students' posts are due by Sunday 11:55pm. Late discussion posts will not be accepted beyond the weekly Sunday at 11:55pm deadline.**

Some weeks there are **journal or news article assignments** in lieu of the discussion. These are due by **Sunday at 11:55pm**.

**If a student fails to participate in the online discussion or complete a homework assignment for 3 consecutive weeks, he/she will be given an AF grade. In addition, any student that misses 4 or more discussions or assignments may be given an AF grade at my decision.**

Students must be respectful and professional to all other students and the instructor during online discussions and any other communications.

You will have an "Introduce Yourself" discussion where you introduce yourself. This will be just one post from you and is exempt from the requirements listed below.

During the semester, you will contribute to online class discussions on Blackboard relating to topics that we cover in assigned readings and homework. In your entries, you will write about the significant points in the topics covered and how they relate to you and your experiences with business. This is an opportunity to demonstrate critical reading, writing skill and your understanding of the text. Please share your insights and observations. You might also seek advice and opinion from others on the topic for the week.

As part of this assignment, you will also **comment on at least one other student's discussion post** in that week (the goal is robust, on-line, dialogue). Your comments must be constructive and substantive. When responding to threads, you are required to respond thoughtfully and with reference to examples and theory. The question or statement for discussion will be available online on Monday of each assigned week – initial posting for the week's topic must be completed by Wednesday 11:55pm and conversations on that topic will conclude by Sunday at 11:55pm of that week. **Refer to the rubric for the grading scheme, and review it with your post in mind prior to submitting your post.**

Online discussion evaluation will be based on relevance and contribution to the topic. You should:

- Incorporate vocabulary and/or major concepts from the chapter.
- Incorporate examples and quotes from any articles assigned that reinforce your points.
- Make sure you work to move the discussion forward.
- Bring in information from other sources.
- Pose your own thought provoking questions.
- Offer examples from personal experience.
- Answer and respond to questions.
- Make sure you don't repeat the same thing as previous students.

**Discussions are mandatory. If a student fails to participate in the online discussion for three consecutive weeks he/she will be reported as a student that has stopped attending class. This will remove you from the class regardless of any other assignments you turn in.**

### **Quizzes**

Quizzes are available on Blackboard and are due for each chapter by Sunday at 11:55pm. They can be found under the Course Content link on the top left of Blackboard, fourth link down. Quizzes are generally 20 questions, and you have 40 minutes to complete them. For 10 question quizzes, you will

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have 20 minutes. You will have 2 attempts at the quiz, and will receive your highest grade from these 2 attempts. Study hard – and good luck! **Late work is not accepted.**

### **Tests**

There are 3 tests. They are made up of 50 to 60 multiple choice and true-false questions. The tests are 2 hours in duration, so set aside 2 hours of uninterrupted time to complete the test. See the assignment schedule below for the chapters each test covers and the due dates. Tests must be taken during the week they are open. **Exams are due by 11:55 pm on Sundays as assigned.** Failure to take a scheduled exam, without prior permission for an excused absence, will result in a “0” grade for that exam. **Make up exams are not given. All exams must be taken to pass the course.**

### **Article Review Project**

There are three Article Review Assignments. A one-page analysis (250 word minimum) with comments must be submitted as a blog. They will be graded based upon your understanding and comments on the contents of the article. Higher grades will be given for excellent analysis, insights and relating the material to the text. Students are free to comment on each other’s blogs. Due dates in assignment schedule below. Details on the Article Reviews are located in the Course Content folder, in the week the assignments are due, per the below assignment schedule.

Article Review 1: Personal Finance ; Article Review 2: Human Resource Management; Article Review 3: Advertising and/or Promotion

### **End of Course Evaluation**

In order to gain access to final course grades, students must complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal site. Students can access the course evaluation report beginning two weeks before the end of classes. The deadline for submission of evaluations occurs 24 hours after the last day of classes each semester. Instructors will announce when the online course evaluation is available.

### **ADA Syllabus Statement**

Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call 207-741-5798. If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the Disability Services Coordinator, Sandra Lynham, who can be reached at 741-5923. Further information about services for students with disabilities and the accommodation process is available upon request at this number. Course policies about online testing are modified to suit each individual’s accommodations.

### **Plagiarism Statement**

If an instructor suspects that a student has knowingly committed a violation defined in the Maine Community College System Policy on Student Grade Appeals and Academic Misconduct, the instructor has the authority to review the alleged misconduct and determine the grade that the student should receive for the assignment and the course. The instructor may assign a failing grade for the assignment or course and may require the student to complete additional work for the course. The instructor may consult with the department chair and/or the College’s chief academic officer prior to making such decisions. If a student seeks to challenge an instructor’s determination, the student should submit a grade appeal. Grade appeal forms are available in the Advising Office on the South Portland Campus or in the administrative offices in the Learning Commons on the Midcoast Campus. An instructor may also refer the matter to the College’s disciplinary officer for review under the procedures of the MCCC Student Code of Conduct.

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**Add-Drop Policy**

Students who drop a course during the one-week “add/drop” period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a pro-rated add/drop period. There is no refund for non-attendance.

**Withdrawal Policy**

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the fall and spring semesters and the second through ninth week of twelve-week summer courses. This period is pro-rated for shorter-length courses. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Enrollment Service Center (no phone calls, please). The designation “W” will appear on the transcript after a student has officially withdrawn. A course withdrawal is an uncompleted course and may adversely affect financial aid eligibility. Failure to attend or ceasing to attend class does not constitute withdrawal from the course. There is no refund associated with a withdrawal.

Please don't hesitate to email me through Blackboard with any questions or concerns during the semester. This is the best way to reach me and I will respond in a timely manner.

Assignment schedule on next page

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Week	READINGS AND CLASS MATERIAL	ASSIGNMENT (all assignments and discussions will be posted on Blackboard)	DUE DATE
1	Chapter 1	Blackboard Orientation Online Discussion: Introduce yourself to the class Ch. 1 Quiz	1/24
2	Chapter 2 & 3	Online Discussion (Ch 2 & 3) Ch. 2 & 3 Quizzes	1/31
3	Chapter 4 & 5	Online Discussion (Ch 4) Ch. 4 & 5 Quizzes	2/7
		<b>Article Review 1</b>	<b>2/7</b>
4	Chapter 6	Online Discussion (Ch 6) Ch. 6 Quiz	2/14
		<b>Exam 1 (Ch 1-5)</b>	<b>2/14</b>
5	Chapter 7	Journal (Ch 7) Ch 7 Quiz	2/21
6	Chapter 8	Online Discussion (Ch 8) Ch. 8 Quiz	2/28
7	Chapter 9 & 10	Online Discussion (Ch 10) Ch 9 & 10 Quizzes	3/6
8	Chapter 11	Journal (Ch 11) Ch. 11 Quiz	3/13
		<b>Article Review 2</b>	<b>3/13</b>
		<b>SPRING BREAK (Mar 14-19)</b>	
9	Chapter 12	Online Discussion (Ch 12) Ch. 12 Quiz	3/27
		<b>Exam 2 (Ch 6-11)</b>	<b>3/27</b>
10	Chapter 13	Journal Ch. 13 Quiz	4/3
11	Chapter 14	Journal Ch. 14 Quiz	4/10
12	Chapter 15	Online Discussion (Ch 15) Ch. 15 Quiz	4/17
13	Chapter 16	Online Discussion (Ch 16); Ch 16 Quiz	4/24
		<b>Article Review 3</b>	<b>4/24</b>
14	Chapter 17	Chapter 17 Journal Ch. 17 Quiz	5/1
15		<b>Exam 3 (Ch 12-17) (Note: It is open Monday May 2</b>	<b>5/8</b>

*Outline is subject to change at the instructor's discretion.*