

Southern Maine Community College  
Online Introduction to Business  
Spring 2018

**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, 8<sup>th</sup> Edition (Pearson Prentice Hall: New Jersey), 2017

*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 |
| 30%   | Exams                       |
| 15%   | Article Review Project      |
| <hr/> |                             |
| 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 –**

See Student Grading and Criteria for Evaluating Student Performance above. Students must complete assignments unless excused by the instructor. According to college policy, **the instructor may report any student who misses more than three consecutive weeks of assignments to Enrollment Services as an Administrative Failure unless the student contacts the instructor before the third absence and satisfactorily explains the reasons for the absences.** An Administrative Failure is not the same as a Withdrawal. A student must contact Enrollment Services to withdraw from the College.

**Online Discussions/Journals**

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.** Some weeks there are journal assignments in place of the discussion. These are due by Sunday at 11:55pm. **Late discussion or assignments in place of the discussion (journals) will not be accepted beyond the weekly Sunday at 11:55pm deadline.**

**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 F grade at my discretion.**

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.

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 grading scheme, and review it versus your post prior to submitting.**

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.**

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Spring 2018

### Quizzes

Quizzes are available on Blackboard and are due for each chapter by Sunday at 11:55pm. They can be found in the weekly Course Content folders. Quiz results can be seen after the due date. Quizzes are generally 20 questions, and you have 45 minutes to complete them. 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. Tests open the Monday of the week they are due, *except the last test, which may open the week-end before, so check the last test on Blackboard and on the assignment schedule below.* **Exams are due by 11:55 pm on Sundays as assigned, although the final test can be due the last day of the semester, which may be a Friday or Saturday.** Take a look at the assignment schedule below for the exact date. **Failure to take a scheduled exam will result in a “0” grade for that exam. Make up exams are not given.**

### Article Review Project

There are three Article Review Assignments. A one-page analysis (250 word minimum) with your insights must be submitted as a blog. Comment on at least one other student’s blog. They will be graded based upon your understanding of the article, your comments on the contents of the article, your ability to tie the article material to the contents of the text and the quality of your comments on another student’s post. Higher grades will be given for (1) excellent analysis, (2) your insights, perspective, ideas and/or personal examples relevant to the article and (3) tying the material to the text. Students are required to comment on at least one other student’s blog. The due dates for these projects are in the assignment schedule below (last page of syllabus), and are **due Sunday by 11:55pm** for the week indicated. Details on the Article Reviews are located in the Course Content folder, in the week the assignments are due, per the assignment schedule at the end of the syllabus.

### End-of-Course Evaluation

Students complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal. Students can access the course evaluations beginning one week before the end of classes. The deadline for submission of evaluations occurs Monday at 5 p.m. following the last day of the class. You will receive an e-mail to your student e-mail account when course evaluations are 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.

Southern Maine Community College  
Online Introduction to Business  
Spring 2018

**SMCC Pay-for-Print Policy**

Each semester students receive a \$20 printing credit. The balance resets at the end of the semester and any remaining credits are removed. The College's pay-for-print system monitors printing on all printers (including those in general access labs, library printers, Tutoring Services, Campus Center Lounge and technology labs). Be sure to log OUT of the system when you've finished your printing, to prevent unauthorized access to your account. Students can check the number of pages they have printed by using the Printing Balance tool available on SMCC computers (located in the lower right corner of the screen, near the clock). Departments with work study students who need to print documents for the department should contact the Help Desk at 741-5696 to have a special account set up. To find ways to reduce your printing charges, please go to the IT Help tab on My SMCC. If you have questions about the pay-for-printing policy or your printing charges, please contact the Help Desk at 741-5696 or send an e-mail to [helpdesk@smccme.edu](mailto:helpdesk@smccme.edu).

**Refunds**

Print jobs are eligible for a refund in the event of mechanical or electronic error on the part of the printer, print server, or software used to submit the job. Jobs are not eligible for a refund in cases where the job was not set up correctly, was submitted multiple times, or the student is not satisfied with the result. To request a refund, please bring the offending print to the IT Department in the basement of the Ross Technology Center. Refunds will be granted in the form of a credit to the student's account.

**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 (usually 75 percent of course meeting times; please check with the Registration Office. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Registration Office. This process must be completed either in person or by using SMCC e-mail accounts.

**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 MCCS Student Code of Conduct

Southern Maine Community College  
Online Introduction to Business  
Spring 2018

Please don't hesitate to email me with any questions or concerns during the semester. Email is the best way to reach me and I check it daily on weekdays.

| Week   | READINGS        | ASSIGNMENT (all assignments and discussions will be posted on Blackboard)                  | DUE DATE                       |
|--|-----------------|--|--------------------------------|
| <b>The Final Test is due SATURDAY MAY 12.</b>  |                 |  |                                |
| <b>DISCUSSIONS:</b> Per discussion section on page 2 above, original discussion posts are due Wednesday by 11:55pm, and response post(s) are due Sunday by 11:55pm. <b>Journal posts are due Sunday at 11:55pm.</b> Read page 2 on discussion posts for all the details. |                 |  |                                |
| 1  | Chapter 1       | Blackboard Orientation<br>Online Discussion: Introduce yourself to the class<br>Ch. 1 Quiz | 1/21                           |
| 2  | Chapter 2 & 3   | Online Discussion (Ch. 2)<br>Ch. 2 & 3 Quizzes   | 1/28                           |
| 3  | Chapter 4 & 5   | Online Discussion (Ch. 4)<br>Ch. 4 & 5 Quizzes   | 2/4                            |
| 4  |                 | <b>Exam 1 (Ch. 1-5)</b>  | <b>2/11</b>                    |
| 5  |                 | <b>Article Review 1</b>  | <b>2/18</b>                    |
| 6  | Chapter 6 & 7   | Online Discussion (Ch. 6)<br>Ch. 6 & 7 Quiz  | 2/25                           |
| 7  | Chapter 8 & 9   | Online Discussion (Ch. 8)<br>Ch. 8 & 9 Quizzes   | 3/4                            |
| 8  | Chapter 10 & 11 | Online Discussion (Ch 10)<br>Ch. 10 & 11 Quizzes   | 3/11                           |
|  |                 | SPRING BREAK ☺   |                                |
| 9  |                 | <b>Exam 2 (Ch. 6-11)</b>   | <b>3/25</b>                    |
| 10   |                 | <b>Article Review 2</b>  | <b>4/1</b>                     |
| 11   | Chapter 12 & 13 | Journal Ch. 13<br>Ch. 12 & 13 Quizzes  | 4/8                            |
| 12   | Chapter 14      | Journal Ch. 14;<br>Ch. 14 Quiz   | 4/15                           |
| 13   | Chapter 15      | Online Discussion Ch 15<br>Ch 15 Quiz  | 4/22                           |
| 14   | Chapter 16 & 17 | Ch. 16 & Ch. 17 Quizzes  | 4/29                           |
| 15   |                 | <b>Article Review #3</b>   | <b>5/6</b>                     |
| 16   |                 | <b>Exam 3 (Ch 12-17) (The test opens Sunday 5/6)</b>                                       | <b>5/12</b><br><b>SATURDAY</b> |

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