Introduction to Business - Busad 248 Online
Course Syllabus & Orientation
Professor Nancy Sill, CPA
Modesto Junior College

Instructor Information
Name: Nancy Sill, Ed.D, CPA
Telephone: (209) 575-6136
Office: Virtual – (also located in Founder’s Hall 120U)
Email: silln@mjc.edu (use only if Blackboard is down)

Course Information
Class: Busad 248 - Introduction to Business
Units: 3
Format: Online using Blackboard Course Management System
Office Hours: Arranged by appointment online or via telephone


Required Access Code: WileyPlus

Please Note: it is very important that you get your textbook immediately in order to be successful in this class. Please do not order your textbook from an unreliable source who cannot guarantee a ship date. For this reason, I strongly encourage you to buy your text from the MJC Bookstore. As a result of the number of people enrolled in this class and the complexities involved, deadlines WILL NOT be modified if you do not have your text by the first week of classes. You can access a 14-day free trial of WileyPlus that includes an eBook if you do not have your text by the first week of classes.

To purchase a copy of the text and access code online through the bookstore:
http://bookstore.yosemite.cc.ca.us/

Important Note about the Textbook Bundle in the Bookstore: Please be aware that the bundle in the MJC bookstore includes both the textbook and access code for WileyPlus. If you are pricing these materials separately, make sure that you include both components in your calculation. The cost to purchase an access code separately can be very expensive, so be careful in your pricing.

E-book Option: Please note, the eBook is not recommended for this class. If you purchase an eBook, you will not have access to it when you are taking your online quizzes and exams.

Additional reading may be assigned, but it will be made available via the Internet.

Course Objectives
This course is designed to introduce students to the dynamic and often times complex issues of contemporary business. The content covered in this course will include a survey of
business principles, problems and operations; legal, ethical, moral, and social issues; ownership; human resources; management; production; marketing; finance; managerial controls, government regulation; and risk management. The foregoing business functions will be emphasized in order to demonstrate their interconnectivity in assisting owners to meet their business objectives.

Student Learning Outcome

- Distinguish between leadership and management and identify key leadership styles in the context of organizational culture.

- Evaluate the interrelationship and contribution of human resource management, marketing, production, and finance in meeting business objectives.

- Evaluate the pros and cons of business ethics and social responsibility in relation to operational profitability.

In Case of Problems

If you experience computer problems or are having difficulty navigating through Blackboard, please contact me immediately. Please write my external email address (silln@mjc.edu) down, so in case you are unable to access Blackboard, you will be able to contact me. If you are experiencing technical difficulties, you can contact the MJC ONLINE HELP DESK at:

- **E-mail:** onlinehelpdesk@yosemite.cc.ca.us (recommended)
- **Phone:** (209) 575-6412

What You Can Expect This Semester:

Although this is an online class, the course is very structured and will require you to log into Blackboard several times per week. Assignments will be structured in weekly assignment blocks. For this class, **each week will begin on Monday morning at 6:00 am and end on Sunday evening at 11:00 pm.**

A Typical Week:

A typical week will include readings from your assigned textbook and web material, a weekly written assignment relating to the textbook material (located within the discussion and/or Blog area), and an online quiz (located in WileyPlus). Because we all learn from one another, it is important that you not only post your required discussion response, but also read and respond to your classmates’ postings as well. Your weekly assignment grade will be based on both the quality and originality of your thoughts as well as your responses to others in a timely fashion. For this reason, I do not recommend that you wait until Sunday night to post your response. **Please see the link in Blackboard (left side of the page) titled “Start Here – Course Orientation Material” or within the "Weekly Assignments" link module to view the grading rubric that I will be using for all written assignments in this class.**

Class Policies

Please read the following class policies carefully.

1. **Online Participation.** Federal and state regulations require online students to participate regularly. **Logging in by itself is not sufficient,** Students must submit assignments and
participate in assigned activities, such as discussion boards, quizzes, and exams. Students who have not logged in for more than one week or have missed multiple assignments (more than 2 consecutive assignments) may be dropped at the discretion of the instructor. **Remember, if you are ill or have a family emergency that prevents you from participating for more than one week, contact your instructor immediately.**

2. **Missed Quizzes and/or Exams.** There will be NO MAKEUP QUIZZES OR EXAMS allowed in this class. It is very important that you log into Blackboard frequently (several times per week) and monitor all upcoming due dates. Please note that Missed Quizzes will result in a zero score. I will allow you to take an optional extra-credit orientation quiz at the beginning of the semester to compensate for a missed quiz or questions missed on regular quizzes. Please note that all quizzes and assignments are open for 7 days; it is important to prioritize your time for classwork in order to anticipate unavoidable circumstances that can come up if you wait to submit assignments on the final day.

3. **Online Discussion Postings and Blogs.** Online discussion postings and Blogs are to be used ONLY to discuss class textbook material, lecture material, or discussion postings placed there by the professor. Each discussion/blog topic will be available for one week; discussion/blog topics will close Sundays at 11:00 pm. As with the quizzes, it is important that you respond in a timely fashion. Please note that Discussion/Blog Postings ARE NOT to be used as a complaining tool for students to “vent” about course difficulties, frustrations, etc. In addition, the professor reserves the right to block, and/or delete any student postings that are not in conformity with the guidelines noted above. If you are experiencing difficulty in this class, you should address your concerns directly to the professor. All written assignments should be prepared in a narrative style. Unless noted otherwise, all initial responses should be at least 250 words. In addition, you will need to respond to at least three other students each week. Your response to others should be meaningful and at least 100 words each.

4. **Email.** Use the email feature ("COURSE EMAIL") in Blackboard to contact me for this class (as opposed to my external email account). I do monitor email over the weekend, but not to the same degree that I do during the workweek. I generally check email only once per day on weekends. As a rule, if you have not heard back from me within 24 hours, please re-email me. If for some reason Blackboard is down, which happens occasionally, and you need to contact me, you can use my external email account which is: silln@mjc.edu. Please use my external email account for emergencies only (it is much easier to keep up with questions if emails are sent through the Blackboard system).

5. **Student Email.** On occasion you may be asked to work with other students. In these instances, it will be useful to communicate with your group via email. Please remember to proofread all messages before sending an email and to avoid writing things that could be perceived as offensive to your fellow classmates. Please be aware that all emails from student to student may be monitored by your professor.

6. **Extra Credit.** I do not assign additional extra credit during the semester to make up for missed work. **YOU must do the ASSIGNED work in order to get the desired grade.** However, I may on occasion, make extra credit points available to the entire class.
7. **Academic Conduct.** Any evidence of academic dishonesty (also known as cheating) will result in a failing grade and a report filed with the Vice President of Student Services. Please see your course catalog for details regarding acceptable behavior.

**Grades**

Class Grades will be calculated as follows:

**Course Grading**

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<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
<th>Grade Range</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>Quizzes &amp; Exams</td>
<td>60%</td>
<td>90-100</td>
<td>A</td>
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<tr>
<td>Assignments &amp; Projects</td>
<td>40%</td>
<td>80-89</td>
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<td>60-69</td>
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<td>0-59</td>
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Once class begins, and we have completed some assignments, I will establish a grade link within Blackboard so that you will be able to check your class progress. I would encourage everyone to check your grade throughout the semester to monitor your progress. Make sure when you are viewing your class grade that you look for the “updated” date in the upper left-hand corner of the spreadsheet; the grade sheet that you will be viewing is not a “live” grade sheet, but is one that I upload to the Web every week. Please do not hesitate to contact me if you ever have questions about your grade or do not agree with my posting.

**A NOTE FROM YOUR PROFESSOR**

Please remember that the only reason I am here is to help you succeed. Do not ever feel like you are bothering me if you have questions, concerns or need additional help! I love what I do, and I take your success seriously!

"What lies behind us and what lies before us are tiny matters compared to what lies within us."

- Ralph Waldo Emerson

Good Luck…

I look forward to working with you,

Nancy