

Allan Hancock Community College
BUS 101 – Introduction to Business
Spring 2023

Course Information

CRN Number: 40721
Dates: January 23 – May 24, 2023
Time: 9:30 am to 10:50 am
Days: Tuesdays and Thursdays
Location: Lompoc Valley Center
Room LVC 2-102

Contact Information

Business Professor: Dr. Earl Murray Jr.
Email: emurray@hancockcollege.edu
Cell: 805-588-8114
Office Hours: Before or after class by appointment, by mobile phone, or on zoom, any day and time that works for both of us.

Materials

Textbook: Introduction to Business
Author: Louis E. Boone
Publisher: John Wiley & Sons
ISBN: 9781119831150
Allan Hancock College Bookstore: <https://www.hancockcollege.edu/bookstore/index.php>

Course Description

A survey in business provides a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices with the U.S. and global society. Demonstrates how these influences impact the primary areas of business including organizational structure and design, leadership, human resource management, organized labor practices, marketing, organizational communication, technology, entrepreneurship, legal, accounting, financial practices, the stock, and securities market, and therefore affect a business's ability to achieve its organizational goals.

Culturally Responsive Description

Demonstrate how culture impacts and influences business. Being culturally responsive is an ability to understand differences, recognize potential biases, and look beyond differences for a productive workforce. Diverse cultures with different perspectives in business create a positive environment to share experiences, ideas, and thoughts on how

to operate as a team when they are different from our own. This features diverse individuals, their life experiences, and their contributions to society

Course Objectives

During and after this course ends, students should be able to:

1. Explain current workforce trends in business.
2. Discuss how organizations shape ethical conduct.
3. Identify how to evaluate economic performance.
5. Describe the features of a successful business plan
6. Identify the characteristics of entrepreneurs
7. Describe the strategic planning process
8. Explain the role of human resources, and the people behind the people
9. Explain the importance of effective communication
10. Explain the job of production managers
11. Describe marketing research
12. Identify distribution channel decisions and logistics
13. Discuss the pricing objectives in the marketing mix

Student Learning Outcomes

- Recall significant core business concepts, theories, and applications
- Apply business principles to produce an applied learning log
- Demonstrate the ability to follow instructions and class activities

Teaching Philosophy

Students, my teaching philosophy is “**learner-centered**” with a 100% focus on students having an active voice in their learning by empowering them to share knowledge and experiences with the class. This **diverse culture** creates better critical thinking and problem-solving toward solutions. This involves a “**humanized**” approach to teaching by connecting with students using a variety of technology tools which adds value to the learning experience. The student and teacher's connections are impactful which can close the achievement gap and barriers to learning. When students take responsibility, ownership, and accountability for their learning, this helps prepare them for real-world business to compete in the 21st-century workforce with new advanced skills.

Activities

Activity	Chapters	Due Dates	Points
Exam # 1	1,2,3,5	February 17-19	80
Argumentative Essay Paper Title		March 5	40
Exam # 2	6, 7, 8, 9	March 17-19	80
Exam # 3	10, 11, 12,13	April 28-30	80
Learning Logs	See Above	May 2	120
Work Culture Trends in 2023 Short Paper	Article – Go to Canvas Under the Announcements	February 5	100
Organizational Culture Short Paper	Video	March 19	100

Group In-Class Project	Chapter 8 Human Resources Slide 6 Selecting and Hiring Employees - Article	March 30	50
Individual Presentations	Chapter 9 Importance of Effective Communication	April 7	50
Argumentative Essay Paper		May 8	200
Self-Reflection Paper		May 24	100
Total Points			1000

Grading Policy

90%= A 80%= B 70%=C 60%=D 50%=F

810-900 = A 720-809 = B 630-719 = C 540-629= D 449 or below = F

The Professor does not curve grades, your total points reflect your final grade.

Pass or No Pass

Students must perform at a level equivalent to A, B, or C to receive a passing grade. An equivalent level of D or F will receive no pass grade and no units or points being awarded. The last day to choose this option is September 16, 2022. Students must submit the paperwork to the Admissions and Records office.

Equitable Grading

To be successful with your completed coursework, you will have opportunities to review your grade and assess how you did. If you think you can do better, contact the professor, as an option, to retake an assignment to improve your grade. **Communicate with the professor by email within three days of a completed assignment.**

Example – A student scores 64 out of a possible 80 points on exam 1, chapters 1-4. The student earns a B grade and thinks an A grade is possible, with a little more guidance and studying. The Professor will allow a student to retake the exam to improve their grade.

Attendance and Participation

To be successful, regular attendance will allow you to increase your knowledge that will be used in real-world business. You can miss four classes of instruction, and if you miss the fifth one, you will be dropped from class before the drop date. Withdrawal from class before the deadline is the responsibility of the student. Failure to withdraw by the critical dates listed below will result in a failing grade. Please contact me by email or phone if you experience challenges that prevent you from attending class to discuss your situation.

Critical Dates for this Course

Term:

Spring 2023

Last day to drop with a refund:	03-FEB-2023
Last day to drop without a "W":	05-FEB-2023
Last day to add class with add code:	05-FEB-2023
Census Roster Due Date:	05-FEB-2023
Last day to choose Pass/No Pass grade option:	24-FEB-23
How to select the Pass/No Pass option	
Last day to drop with a "W":	21-APR-2023

Late Work Policy

To be successful in this course, it is important to plan for submitting your assignments on time. This is an opportunity to advance your knowledge and skills from previous weeks. By doing the work on time, I will be able to provide you with timely feedback.

I understand life can get busy and time management can be a challenge at times. Please communicate with me regarding your situation. There is a good chance you will be given more time on assignments to accommodate your situation. We can negotiate an agreement about late work that satisfies your situation that can lead to your success.

Roadmap

1. You will take three tests in this course.
2. You will complete an individual essay paper and a self-reflection paper.
3. You will complete weekly learning logs with twelve one-page entries per chapter.
- 4.

Testing

Each test will consist of eighty multiple-choice questions. (**See the weekly schedule of activities below**). All tests will be taken in Canvas. Each exam will be available from Friday to Sunday according to the due date. If you are experiencing challenges that prevent your from testing, you must contact me before the testing date to discuss your situation,

Plagiarism

I believe you will be excited about doing your work. This can be a challenging yet rewarding individual experience. Keep in mind that cheating or plagiarism is not allowed. This behavior will result in a student being dropped from the class.

Technology

To be successful, you need to use technology for your coursework. I recommend you save your work on a flash drive, CD, or in your Hancock email box by creating folders, google drive, or one drive. Backing up your work is a contingency approach in case something happens to your computer, laptop, or other electronic devices that you use. Do not risk losing your coursework.

Communicating with the Professor

Please use your assigned Hancock email address only for communication about this course. You may also call or text me. Please do not use a personal email address, chances are I will not respond to you. My response time is normally 24 to 48 hours.

When you contact the professor by email through Canvas or Outlook, you need to use the following format:

1. In the subject line, place the course number and topic, Example: Business 101
2. Use a salutation (for example: Hello Dr. Murray or Professor Murray)
3. Please be specific about your coursework, thoughts, or questions to best assist you.
4. End the message with your name

ADA Policy

Any personal learning accommodations that may be needed by a student covered by the Americans with Disabilities Act (ADA) must be made known to the instructor as soon as possible. This is the student's responsibility. Information about services, academic modifications and documentation requirements can be obtained from the Learning Assistance Program (LAP).

For more information about services available to AHC students with disabilities, contact:
(805) 922-6966 ext. 3274 (Santa Maria Campus)
(805) 922-6966 ext. 5274 (Lompoc Valley Center from Santa Maria)
(805) 735-3366 ext. 5274 (Lompoc Valley Center from Lompoc)
(805) 928-7834 (TTY/TDD for the Deaf)
(805) 922-69-6966 (Video Phone)

Enrollment Policy

If the student decides to drop or withdraw from the course, it is the student's responsibility to fill out the paperwork and submit it to the Admissions and Records office.

Syllabus Policy

There are times when changes need to be made that best fit the student's learning experience. You will be notified in advance if this occurs.

Canvas

Students will be able to review weekly announcements from me, check the grade center for point totals, syllabus, course materials for our weekly class sessions, and any technology such as YouTube videos, articles, and more. I strongly recommend you check Canvas two times a week, starting on Monday of each week, for pertinent information.

Canvas Support for Students

Please go to the Hancock website for information about how to use Canvas for students. Hold down the Ctrl button on your keyboard and click the link or copy and paste.

<https://www.hancockcollege.edu/online/canvas.php>

If you are having issues with Canvas, please notify Canvas Support at 1-877-930-1178
Student Help Desk

Need some help with services at Hancock? Contact our admissions and records helpdesk during business hours and they can help with understanding the class schedule, logging onto the portal, accessing Canvas, and finding information online.

Call 805-922-6966 ext. 3248

or email admissions_help@hancockcollege.edu

(don't forget the underscore)

HOURS

Monday, Wednesday & Thursday, 8 a.m. to 4:30 p.m.

Tuesday, 8 a.m. to 6 p.m.

Friday, 8 a.m. to 4 p.m.

Student Learning Log Guidelines

The weekly learning logs you will keep during your coursework in BUS 101 will be an “intellectual learning log,” in which you record your reactions to the key points presented in the textbook. It is a means of chronicling information and experiences you are being exposed to and insights you are developing. In what ways is your prior thinking on the subject matter being challenged and evolving? What lasting learning is taking place?

1. Describe and define three business concepts or issues from each chapter covered in this course. Utilize no more than one or two sentences to describe and define each concept/issue that you plan to address.
2. Close the book and write one page on how or why these concepts or issues are relevant to the world of business. You must reflect on the concepts, their purpose, and their application in the business environment. For example: Why are the concepts important? What purpose do they serve? What business situations are the concepts designed to resolve? Whom do the concepts protect? Why do you think we have these concepts? How is business impacted by these concepts and issues? If you were applying these concepts, would you change any of them? Why or why not? You may also discuss current events related to the concepts and issues you are addressing. Do not simply copy or reintegrate textbook content. Your log is a minimum of twelve pages (one page for each of the twelve chapters covered in this course).

Example and Required Format for Learning Logs

Name

Business 101

Chapter 1

An entrepreneur is someone who starts or owns and operates an enterprise (define). This concept is important because I am interested in starting my own business in Santa Maria (analysis/application). Continue to address this issue by answering some of the questions listed under the Learning Log Guidelines or by giving your insights and experiences. Another concept that I can relate to is organizing a business to form a partnership. A partnership is an organization where two or more persons operate a business as “co-owners” and are bound by a voluntary legal agreement (define). One disadvantage of forming a partnership is the aspect of unlimited liability (analysis/application). Continue to address this issue by answering some of the questions listed under the Learning Log Guidelines or by giving your insights and experiences.

The final concept that I find interesting is a franchise. A franchise is an agreement between a firm and another party in which the firm provides the other party with the right to use the firm’s name and to sell or rent its products (define). I am in the process of exploring a franchise that would be successful in Santa Maria (analysis/application). Continue to address this issue by answering some of the questions listed under the Learning Log Guidelines or by giving your insights and experiences.

Learning Log Instructions

1. Your name
2. Indicate the course (Business 101 indicate the title of the chapter you are writing about)
3. identify and describe EACH of the two or three theories, ideas, or business practices you are writing about
4. Clearly describe how you will apply EACH of the two or three theories, ideas, or business practices you are writing about
5. Double-spaced, typed, and one page for each chapter
6. Font size: 12
7. Font Type: Times New Roman
8. Margins: one inch
9. Please write in paragraph form using complete sentences: **No bullets**
10. Place all chapters 1-12, in **one Microsoft Word document only! No PDF’s**

In Canvas, post your learning logs as one attachment by May 2, 2023

Workplace Culture Trends in 2023 – Short Paper

Read and review the attached article by clicking on the icon.



BUS%20101%20-%20Work%20Culture%

Write a two-page short paper, not counting the title page, that addresses a real-world cultural issue in the 2023 workforce.

The article addresses two workplace cultural trends you would like to see in the 2023 workforce with your ideas for action and solutions. Explain your position with research from your textbook, Hancock library, and your own experiences working with different cultures.

Submit your paper in Canvas by the due date: of February 5, 2022.

Organizational Culture – Short Paper

Watch this YouTube Video (5.56), hold down the Ctrl button on your keyboard and click to open the link.

https://www.youtube.com/watch?v=F_jEJBjE_J4&t=122s

Write a two-page short paper, not counting the title page, about two specific areas with a cultural issue that stood out to you. Focus on one key issue you recognized and explain how you would use your ideas that lead to solutions.

Think about the differences in people and how they operate in an organization. Submit your assignment in Canvas by the due date: March 19, 2023

Group In-Class Project on Cultural Diversity and Inclusion

Chapter 8 Human Resources Management Slide 6 Selecting and Hiring Employees
Read and review the attached article that addresses cultural diversity and inclusion issues. There are 15 strategies that organizations can consider to improve cultural diversity in hiring.



15%20HR%20Reco
mmended%20Strate

You will be paired up in groups of four to discuss the issues surrounding the selection and hiring practices of diverse employees.

With our group, share your background and experiences with how you perceive the selection of hiring in the workplace.

Share what you think is the primary issue surrounding this topic with a workplace example.

Each group member will share what they think is the best strategy to implement to improve the selection and hiring of employees.

Each group will give a presentation to the class about their discussion and findings.

Individual Presentations – Cultural Barriers to Effective Communication in Business



BUS%20101%20-%20Cultural%20Barrier:

Students, please read the attached article above.

Organizations need to be aware of the cultural barriers that impact effective communications in 2023.

Each student will give a 10-minute PowerPoint presentation to the class that addresses the following.

1. Why do you think effective communication is vital in business?
2. Describe and explain a cultural barrier in business, and why you think so.
3. Explain from your experiences one way to overcome that barrier
4. How can you help a company improve cultural communication?

Argumentative Essay Paper Title

Students will write a five to six-page argumentative essay paper about a current business or industry regarding a significant problem in today's 21st-century workforce.

Students will write a five to six-page argumentative essay paper about a current business or industry regarding a significant problem in today's 21st-century workforce.

Create a title page, using a Microsoft word document, and center your title with no more than 12 words. Below is an example to mirror from.

Corporate America Faces a Challenge with Cultural Differences in a Competitive Workforce

Argumentative Essay Paper

Students will write a five to six-page argumentative essay paper about a current business or industry regarding a significant problem in today's 21st-century workforce.

The student will be required to investigate a topic, collect, and evaluate evidence, and establish a position to support their argument.

This will require you to do some research to collect data and use your textbook by focusing on specific business concepts to drive this paper.

The professor will provide further instructions in class and post them in Canvas,

Submit your work in Canvas by May 8, 2023

Self-Reflection Paper

Students will be required to write a two to three-page self-reflection paper about what they specifically learned in this course. The Professor will provide specific instructions for this assignment during the semester. Your paper is due in Canvas by May 24, 2023.

Weekly Schedule

January 2023

<i>Tuesdays and Thursdays</i>
24- Orientation, Syllabus Chapter 1 – The Changing Face of Business
26- Chapter 1 – The Changing Face of Business
31 – The Changing Face of Business

February 2023

<i>Tuesdays and Thursdays</i>
2 - Chapter 2 Business Ethics and Social Responsibility
7 & 9 – Chapter 3 - Economic Challenges Facing Contemporary Business
14 & 16 - Chapter 5 – Forms of Business Ownership and Organization
Exam 1 – Chapters 1, 2, 3, and 5 February 17-19
21 & 23 - Chapter 6 – Starting Your Own Business - The Entrepreneurship Alternative
28 - Chapter 7 – Management, Leadership, and the Internal Organization

March 2023

<i>Tuesdays and Thursdays</i>
2 - Chapter 7 – Management, Leadership, and the Internal Organization
7 - Chapter 8 – Human Resource Management
9 - Chapter 8 – Human Resource Management
14 & 16 - Chapter 9 - Top Performance through Empowerment, Teamwork, and Communication
Exam 2 – Chapters 6-9 March 17-19
20-25 Spring Break – No Class

28 & 30 - Chapter 10 – Production and Operations Management

April 2023

<i>Tuesdays and Thursdays</i>
4 & 6 - Chapter 11 – Customer-Driven Marketing
11 & 13 - Chapter 12 – Product and Distribution Strategies
18 & 20 - Chapter 13 – Promotion and Pricing Strategies
25 & 27 - Chapter 13 – Promotion and Pricing Strategies
Exam 3 – Chapters 10-13 April 28-30

May 2023

<i>Tuesdays and Thursdays</i>
2 - Technology
2 – Learning Logs Due
4 - Technology
8 – Argumentative Essay Paper Due
9 - Financial Responsibility
11 – Financial Responsibility
16 – Course Wrap-Up – Last Live Class
18 – 24 Finals – Self-Reflection Paper

Student Recorded Points

The Canvas Grade Center can be used to track your progress in this course. You will see your points for each assignment and your percentage total.

Exam #1 _____

Exam #2 _____

Exam #3 _____

Workplace Culture Trends – Short Paper _____

Organizational Culture – Short Paper _____

Learning Logs _____

Argumentative Essay Paper Title _____

Argumentative Essay Paper _____

Self-Reflection Short Paper _____

Student Total Points _____