Great Basin College  
Course Syllabus  
Spring 2015

Course Title: Introduction to Business—Business 101  
Sections: 1001  
Credits: Three (3)  
Instructor: Brandy Nielsen, MBA  
Instructor Contact: Cell Phone (775) 388-5100  
Classroom: WebCampus—Online  
Office Hours: Tuesdays 9:00AM to 11:30 AM  
Thursday 1:00 PM to 3:30 PM, other times available on an appt. basis  
Office Location: McMullen Hall Room 103 (GBC Foundation Offices)  
Email: brandy.nielsen@gbcnv.edu  
ISBN:1285187822  
One Minute Manager, Blanchard, Ken and Johnson, Spencer, HarperCollinsPublishers  
ISBN:9781285187822

Catalog Description:  
A one-semester survey course covering business organization, operation, and management, designed to orient the student to the field of business.

Course Objective:  
The objective of this course is to give the students an introduction to business in order to prepare the students to be informed consumers, readers of business literature, as well as to prepare the students to hold career in the business world.

<table>
<thead>
<tr>
<th>Expected Learner Outcomes:</th>
<th>Learner Outcome Measurements:</th>
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<tr>
<td>• Students will demonstrate a basic knowledge of introductory business concepts.</td>
<td>Exam #1-5 and discussions #1-3</td>
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<td>• Students will identify and apply basic knowledge of business principles to analyze real world cases</td>
<td>Discussions #1-3, One Minute Manager assignment, written case study, and final project.</td>
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<td>• Students will describe the environment in which business operates and discuss how the business meets the challenges present to it.</td>
<td>Discussions #1-3, One Minute Manager assignment, written case study, and final project.</td>
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<td>• Students will analyze the material to compare/contrast what they currently use or see</td>
<td>Discussions #1-3, One Minute Manager assignment, written case study, and final project.</td>
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in the business world or how the material can be used for their current or future jobs

Methodology:
This course is offered as an online class. To be successful students should read the text, participate in the discussions, and complete all course work as assigned.

Posted on the course website will be an overview of the materials in each weekly module plus specific chapter PowerPoints. Progress through the weekly modules as arranged and do not skip around as you may miss important data. **All written work is to be submitted as a Microsoft Word doc file.**

Syllabus Quiz:
Each student must complete the Syllabus Quiz and earn a perfect score to have any other assignments, exams and discussion points allocated in the course. **The Syllabus Quiz must be completed by January 25, 2015 at 11:59 PM, no exceptions!** Failure to do so will result in a failing grade in the course.

Discussions:
Discussion topics will be posted for student’s thoughtful consideration. Students must access and post high quality content **on at least three (3) of the seven (7) days in the discussion week** [the three (3) days of posting are worth 10 points]. The discussion week runs from Monday at 12:01 AM thru Sunday at 11:59 PM. Students can earn up to 20 points for an initial substantive posted response to the topic and, an additional 30 points during the discussion week with thoughtful and informative replies to their fellow classmates that enhance the discussion and concept development [minimum of three (3) additional insightful and substantive posts required to be eligible for the full 30 points available].

*The student must post their initial substantive discussion response no later than Tuesday at 11:59 PM in the discussion week to earn the full twenty (20) point credit allowable for that portion of the deliverable. As a point of clarification-a substantive initial response and student replies are approximately 100 to 150 words of quality insight each, from the week’s assigned materials and personal experience that relates to the topic.*

Initial response to the discussion question and replies to fellow students made late in the week do not help us to build a strong discussion. Post of “I agree” and others of similar limited depth and/or significance do not qualify for points. I assign significant point value to the discussion question activities, as it is a critical component of your learning. Enhance everyone’s learning and engagement with each other in civil discourse. Please reach out to me if you have need of further clarification.

To recap:
- Initial discussion response posted by Tuesday at 11:59 PM that is considered substantive by the instructor-20 points
• Substantive engagement with at least three of your peers during the discussion week-30 points
• Postings of a substantive nature in the discussion forum on at least three of the seven days in the discussion week-10 points

Exams:
Exams usually consist of a combination of True/False and Multiple Choice questions taken from your textbook. The exams have fifty (50) questions and a two (2) hour time limit. The two (2) hour time window starts when you log into the exam and ends exactly two (2) hours later. You cannot pause the exam and return at a later time to complete it. You will be required to download the Respondis LockDown Browser software to take all your exams. Specific instructions are contained in the announcement section of the course. Note: The Respondis Lockdown Browser cannot be downloaded onto smart phones or tablets.

It is important for students to use the terms and concepts of this course, all tests and written assignments will require the student to use vocabulary and apply the concepts introduced with various scenarios and practical examples, whenever possible. The primary goal of each exam and assignment is to allow the student an opportunity to demonstrate their knowledge of the course concepts. Note: Exams are available to students from Monday at 12:01 AM through Wednesday at 11:59 PM.

Written Assignments (Case Study and One Minute Manager):
Students will be required to submit thorough essays (750 to 1000 words excluding reference page) that answer all questions applying to the assignment and provided by the author. Do not submit as either a numbered Q&A or as a bulleted list of data, rather submit a completed written paper. It is in the best interest of the student to not wait until the last minute to work on and submit the writing assignments. The stress and feeling of being overwhelmed can be avoided by using time management and not procrastinating in the completion of the writing assignments.

The student should relate the case to the textbook materials and issues. All students should do any internet and/or library database research required prior to writing the response, multiple sources adds to the credibility of the paper. Ensure that proper grammar, sentence structure, and material citations are included for maximum point consideration. Neglecting to cite other authors original material is plagiarism and will be graded accordingly (see the Academic Honesty Section of the syllabus), include properly formatted reference pages with your written assignments. A minimum of two (2) reference sources in addition to your textbook are required.

Submit as an attachment in proper APA format as a Microsoft Word document only with proper grammar, spelling, citations and reference pages. Access Great Basin College’s Academic Success Center web page for resources to aid in proper formatting http://www.gbcnv.edu/asc/. Anticipate approximately one (1) week turnaround time for grading all written assignments.
**Final Project (Business Concept):**
I will provide a template for you to use to formulate your business concept. During week 4, I will ask you to submit a short email to me in regards to what business you will use for this project. THINK SMALL! Do not use Nike or Amazon for your business concept, instead think of Glady’s Shoes as a good business or Mike’s Tax Services. Your business can be about any product or service but be hyper-focused on what you choose for simplicity sake! Once I have given you approval for your business then you can begin filling out the necessary information in the template provided.

Most of these sections you will provide a short narrative for consideration. This project is to provide you the opportunity to begin thinking about various types of businesses and what it entails to make a successful business. Please reach out to me at any time with any questions of concerns for this project. **This project holds the most point valuation of any assignment in the class. DO NOT wait until the last second to begin working on this important project!**

**Late Submissions and *On Time Bonus:**
See Course Modules for specific due dates of Written Assignments, Discussions and Exams.

Written Assignments, Discussions and Exams must be submitted within the time frames posted in the WebCampus Module for point allocation consideration. Technical difficulties are not an acceptable excuse for a late posting (you know in advance about all the course deliverables by reading the syllabus and looking through the course modules) and will not be considered for point allocation. Do note that slow upload times due to high volume on the servers (common occurrence on days when many courses have a deliverable due) is not an acceptable excuse for lack of submission. If you have unreliable internet connectivity, at times don’t we all in rural Nevada, I recommend using the college computer resources available in Elko and at all the centers. Additional computer access is generally available at many public libraries. Failure to post on time will cause the student to forfeit points for that particular deliverable. **The instructor does not offer “make-up” work, late posting allowances, or extra credit opportunities.**

Any student who posts all five of the exams and the written assignments by the original due dates will receive a 30 point On Time Bonus (*) at the conclusion of the semester as identified in the “Methods of Evaluation” below.

**Method of Evaluation:**
A standard grading scale will be used. The following items will be graded accordingly and with the following values on the overall course grade:

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<thead>
<tr>
<th>Items</th>
<th>Max. Value Per Assessment</th>
<th>Total Value</th>
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<tbody>
<tr>
<td>Exams (5)</td>
<td>100</td>
<td>500</td>
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<tr>
<td>Discussion Questions (3)</td>
<td>60</td>
<td>180</td>
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<tr>
<td>Syllabus Quiz (1)</td>
<td>20</td>
<td>20</td>
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<tr>
<td>Written Assignments-Case Study</td>
<td>75</td>
<td>75</td>
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<tr>
<td>One Minute Manager Paper</td>
<td>75</td>
<td>75</td>
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<tr>
<td>Final Business Concept Project</td>
<td>150</td>
<td>150</td>
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*On-Time Bonus  

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<tr>
<th></th>
<th>30</th>
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<tbody>
<tr>
<td>Total</td>
<td></td>
<td>1030</td>
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**Cumulative Point Grading Scale:**
Final grades for the semester where the instructor employs the (+) and minus (-) grading system will be based on the following scale of cumulative points.

- 940 to 1000 points = A
- 900 to 939 points = A-
- 870 to 899 points = B+
- 830 to 869 points = B
- 800 to 829 points = B-
- 770 to 799 points = C+
- 740 to 769 points = C
- 700 to 729 points = C-
- 670 to 699 points = D+
- 630 to 629 points = D
- 600 to 629 points = D-
- 0 to 599 points = F

**Course Outline:**
The following course outline sets forth the course work for the Spring 2015 Semester. The course outline and schedule

**WEEK 1  Week of January 20 through January 25, 2015**
Start of Spring 2015 Semester – Tuesday, January 20, 2015
Topic – Introduction to Course Curriculum/Student review of deliverables
Post personal bio to discussion thread and respond to peers
Syllabus Quiz – Students must complete with a perfect score to submit additional graded items.
Final deadline for submission is Sunday, January 25, 2015 by 11:59 PM. NO exceptions!
Read Chapter 1 in BUSN 7: Business Now: Change is the Only Constant
Reading assignment to be completed before week 2 – Chapter 1

**Week 2  Week of January 26 through February 1, 2015**
Topic – Change is the Only Constant
Complete LockDown Browser Practice Quiz
Read Chapter 2 in BUSN 7: Economics: The Framework for Business
Read Chapter 3 in BUSN 7: The World Market Place: Business without Borders
Reading assignments to be completed before week 3 – Chapter 2 & 3

**Week 3  Week of February 2 through February 8, 2015**
Topic – The Framework for Business and Business without Borders
Read Chapter 4 in BUSN 7: Business Ethics & Social Responsibility
Reading assignment to be complete before week 4 – Chapter 4
One Minute Manager Paper Assigned – Due Wednesday in Week 6

**Week 4  Week of February 9 through February 15, 2015**
Topic – Business Ethics and Social Responsibility
Read Chapter 5 in BUSN 7: Business Communication: Creating and Delivering Messages that Matter
Discussion 1: Post and respond to peers in a substantive manner
Reading Assignment to be completed before week 5 – Chapter 5
*Be thinking of a business for your Business Concept Project. Please feel free to contact me with questions. Please send me a short email stating what your business concept will be about.*

**Week 5** \[Week of February 16 through February 22, 2015\]
Topic – Creating and Delivering Messages that Matter
Read Chapter 6 in BUSN 7: Business Formation: Choosing the Form that Fits
Reading Assignment to be complete before week 6 – Chapter 6
EXAM 1: Chapters 1-5 (Available February 16 through February 18 at 11:59 PM)

**Week 6** \[Week of February 23 through March 1, 2015\]
Topic – Choosing the Form that Fits
**Remember to submit your One Minute Manager paper by Wednesday!**
Read Chapter 7 in BUSN 7: Small Businesses and Entrepreneurship: Economic Rocket Fuel
Reading Assignment to be complete before week 7 – Chapter 7

**Week 7** \[Week of March 2 through March 8, 2015\]
Topic – Economic Rocket Fuel
Read Chapter 8 in BUSN 7: Accounting: Decision Making by the Numbers
Reading Assignment to be complete before week 8 – Chapter 8
EXAM 2: Chapter 6-7 (Available March 2 through March 4 at 11:59 PM)

**Week 8** \[Week of March 9 through March 15, 2015\]
Topic – Decision Making by the Numbers
**Business Concept Project Assigned – Due on Wednesday in Week 15**
Read Chapter 9 in BUSN 7: Finance: Acquiring and Using Funds to Maximize Value
Reading Assignment to be complete before week 9 – Chapter 9

**Week 9** \[Week of March 16 through March 22, 2015\]
Topic – Acquiring and Using Funds to Maximize Value
Read Chapter 10 in BUSN 7: Financial Markets: Allocating Financial Resources
Discussion 2: Post and respond to peers in a substantive manner
**Case Study Paper Assigned– Due Wednesday in Week 11**
Reading assignment to be complete before week 10 – Chapter 10

Spring Break! \[Week of March 23 through March 29, 2015\]
Spring Break—Enjoy Your Break!

**Week 10** \[Week of March 30 through April 5, 2015\]
Topic: Allocating Financial Resources
Read Chapter 11 in BUSN 7: Marketing: Building Profitable Customer Connections
Read Chapter 12 in BUSN 7: Product and Promotion: Creating and Communicating Value
Reading assignments to be completed before week 11 – Chapter 11 & 12
EXAM 3: Chapters 8-10 (Available March 30 through April 1 at 11:59 PM)
Week 11  Week of April 6 through April 12, 2015
Topic: Building Profitable Customer Connections and Creating and Communicating Value
Read Chapter 13 in BUSN 7: Distribution and Pricing: Right Product, Person, Price, Place
Remember to submit your Case Study paper by Wednesday!
Reading assignment to be complete before week 12 – Chapter 13

Week 12  Week of April 13 through April 19, 2015
Topic: Right Product, Right Person, Right Place, Right Price
Read Chapter 14 in BUSN 7: Management, Motivation and Leadership: Bring Business to Life
Reading assignment to be complete before week 13 – Chapter 14
EXAM 4: Chapters 11-13 (Available April 13 through April 15 at 11:59 PM)

Week 13  Week of April 20 through April 26, 2015
Topic: Bring Business to Life
Read Chapter 15 in BUSN 7: Human Resource Management: Building a Top-Quality Workforce
Reading assignments to be completed before week 14 – Chapter 15

Week 14  Week of April 27 through May 3, 2015
Topic: Building a Top-Quality Workforce
Read Chapter 16 in BUSN 7: Managing Information and Technology: Finding New Ways to Learn and Link
Discussion 3: Post and respond to peers in a substantive manner
Reading assignment to be completed before Week 15 – Chapter 16

Week 15  Week of May 4 through May 10, 2015
Topic: Finding New Ways to Learn and Link
Submit Final Business Concept Project By Wednesday!
Read Chapter 17 in BUSN 7: Operations Management: Putting It All Together
Reading assignment to be completed before Week 16 – Chapter 17

Week 16  Week of May 11 through May 15, 2015
Finals Week!
EXAM 5: Chapters 14-17 (Available May 11 through May 13 at 11:59 PM)

Student Preparation:
In order for a student to achieve a level of performance in this course that shall be considered adequate work or better, the student should dedicate two (2) to three (3) hours of work per credit value (i.e. 3 credits approximate 9-10 hours of outside work). This is the expectation level established by the instructor in the construction of the curriculum for this course and constitutes a general rule of thumb. Some students may need to dedicate more hours in preparation. The following procedures should assist a student in preparing for exams, discussion and written assignments.
1. Read the assigned chapters and deliverables.
2. Make appropriate notes to aid in material retention and understanding.
3. Review your reading outline notes in preparation for the examinations.

Note: The course modules will always reflect the current week and one additional week so you can work ahead on key assignments to maximize your time management skills.

Additionally, the instructor does not offer extra credit or make-up assignments. It is the student’s responsibility to use effective time management techniques to complete their work and submit it in a timely manner.

Student participation:
All students are encouraged to participate in class discussions and each student has the opportunity to earn valuable points by their participation.

STUDENT CONDUCT AND RESPONSIBILITY

Academic Integrity and Student Conduct:
Student conduct shall conform to the standards of conduct as set forth in the Great Basin College 2014-2015 Catalog. Cheating in any form or manner could result in an automatic grade of “F” for this course for this semester. The instructor has a zero tolerance policy on plagiarism and written submissions will be subject to plagiarism detection software.

Grade of Incomplete:
The instructor shall not employ the use of, and shall not issue, the grade of “I”, a grade of incomplete, in this course.

Student Drop Deadlines:
For this particular course offering, the drop date deadline to receive a “W” is March 23, 2015. If you do not complete the course with a passing grade and do not formally withdraw by the drop deadline; your instructor will have no choice but to assign you a grade of “F”.

ADDITIONAL MATTERS AND CONCERNS

Campus Security:
GBC is committed to the safety of our students and has a duty to promote awareness and prevention programs for violence on campus under the Jeanne Clery Act as well as the Campus SaVE (Sexual Violence Elimination Act) and VAWA (Violence Against Women Act), which are amendments to Clery. Acts of violence include, but are not limited to, sexual assault, domestic violence, dating violence, and stalking. Acts of violence can occur on the physical campus or centers of GBC in addition to field placement sites, clinical practice settings, and other places where college or class activities occur. As well, the online environment at GBC is considered a GBC site. If you experience any incidence where your safety has been threatened or violated, or if you feel threatened or harassed, immediately report this to me, any center director, faculty, or staff member, or directly to the Director of Environmental Health, Safety & Security(775.753.2115) or the Vice President for Student Services(775.753.2282).
Disability Policy:
In accordance with the provisions of the American with Disabilities Act (ADA) and other applicable statutory provisions, as a student with a disability you will have the right to request needed accommodations. If you have a disability for which you will need to request accommodations, please contact the ADA Officer, Julie Byrnes, in Elko at (775) 753-2271 at your earliest convenience to request timely and appropriate accommodations.

Email and Telephone Policy:
The instructor is available for contact via email and telephone. The instructor shall not address via email matters relating to grades, points or student confidential information.

Assignments and Handouts shall not be sent to students by the instructor via email. 
Assignments shall not be sent to the instructor by students via email.

Civility:
Civility is a requirement. Students are expected to assist in maintaining a course environment that is conducive to learning. These include appropriate verbiage and tone in the discussion environment and live class settings.