

Business 115: Introduction to Business

August 25, 2015-December 15, 2015 – T/R 7:30-8:45am – Red Rocks Community College – 1602 W

Business is a number of things, and through this course we are going to learn what many of those things are. Topics will include business vocabulary and thought, macroeconomics, entrepreneurship, ethics, marketing, management, finance, and legal requirements.

Instructor: Elliott Moran

Phone:

Office hours: By Appointment.

Email:

Book: *Business: A Changing World – 10th Edition*

O.C. Ferrell, Geoffrey Hirt, Linda Ferrell (eds.)

Evaluation Criteria: If you are no longer attending class, you should drop or withdraw. Failing grades do not help your GPA. Neither academic withdrawals nor incompletes will be granted. All work is due in class. Anything turned in late will lose 15% and will not be accepted after 7 days. Please be sure to communicate anything I can help with, I am here for your success.

Attendance: 120 points available, 4 points/class (1/2 credit if excused). **20%**

-If you don't go to work, you don't get paid. Please let me know of any anticipated absences and I will try to accommodate; your peers will be able to provide class notes.

Business Plan Project: 180 points available, earned over 5 activities. **30%**

-The Idea: 18 pts.
-The Proposal: 36 pts.
-Financial Statements: 36 pts.
-The Plan: 54 pts.
-The Presentation: 36 pts.

Reading Quizzes: 78 points available, or 13 quizzes worth 6 points each. **13%**

-You bought a \$100 textbook, and we're going to read the whole thing.

-At the beginning of class you will answer questions based on the previous readings.

Discussion Prep: 72 points available, or 12 discussion prompts worth 6 points each. **12%**

-In order to be an effective team-mate, you will be expected to prepare for group discussions by responding to a short paragraph.

Exams: 150 points earned over 3 exams worth 50 points each **25%**

-Ch. 1-5, Ch. 6-13, Ch. 14-16

-Multiple Choice, Short Answer, True/False, Vocabulary, etc.

Total: 600 points. **100%**

A = 100-90%, B = 89-80%, C = 79-70%, D = 69-60%, F = 59-0%

Course Outline: Below is a rough schedule of classes/events that may change as time progresses. Readings should be completed by indicated date as discussions will follow this material. Please reach out with any questions or concerns.

August 25: Introductions, Syllabus, Lecture.

August 27: Business Dynamics/Economics. Business Plan Project/Groups & Intro. **Ch. 1 QUIZ.**

September 1: Business Ethics/Social Responsibility. **Ch. 2 QUIZ.**

September 3: Group work. **Ch. 2 discussion Prep Qs DUE. Business Plan: The Idea DUE.**

September 8: Business in a borderless world. **Ch. 3 QUIZ.**

September 9: **DROP DEADLINE.**

September 10: Group work. **Ch. 3 discussion Prep Qs DUE.**

September 15: Options for Organizing a Business. **Ch. 4 QUIZ.**

September 17: Group work. **Ch. 4 discussion Prep Qs DUE. Business Plan: The Proposal DUE.**

September 22: Small Business, Entrepreneurship, and Franchising. **Ch. 5 QUIZ.**

September 24: **Ch. 1-5 EXAM.**

September 29: The Nature of Management. **Ch. 6 QUIZ.**

October 1: Group work. **Chs. 5 & 6 discussion Prep Qs DUE.**

October 6: Organization, Teamwork, and Communication. **Ch. 7 QUIZ.**

October 8: Group work. **Ch. 7 Discussion Prep Qs DUE.**

October 13: Managing Service and Manufacturing Operations. **Ch. 8 QUIZ.**

October 15: Group work. **Ch. 8 Discussion Prep Qs DUE.**

October 20: No class!

October 22: Motivating the Workforce. **Ch. 9 QUIZ. Ch. 9 Discussion Prep Qs DUE.**

October 27: Managing Human Resources. **Ch. 10 QUIZ.**

October 29: Group work. **Ch. 10 Discussion Prep Qs DUE.**

November 3: Customer-driven Marketing. **Ch. 11 QUIZ.**

November 5: Dimensions of Marketing Strategy. **Ch. 12 QUIZ.**

November 10: Digital Marketing & Social Networking. **Ch. 13 QUIZ.**

November 12: Group work. **Ch. 11, 12, & 13 Discussion Prep Qs DUE.**

November 17: **Ch. 6-13 EXAM. WITHDRAWAL DEADLINE.**

November 19: Small Business Financial Statements.

November 24/26: Fall break, no class!

December 1: Small Business Financial Statements.

December 3: Group work. **Business Plan: Financial Statements DUE (in-class).**

December 8: **Business Plan: Final Plan/Presentations DUE.**

December 10: Loose Ends/Review.

December 15: **Ch. 14-16 EXAM.**

Academic Dishonesty: Any cheating or plagiarism will draw significant repercussions, up to and including expulsion from the course. Please review the RRCC Student Handbook for additional information on student conduct.

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The College has designated the Human Resources Director as its Equal Opportunity Employment Officer and Title IX Administrator with the responsibility to coordinate its civil rights compliance activities and grievance procedures. Report all concerns or complaints relating to discrimination or harassment to the Title IX/EO Coordinator(s): Bill Dial, Director of Human Resources/Title IX Administrator, 13300 West Sixth Avenue, Lakewood, CO 80228. 303.914.6298. bill.dial@rrcc.edu

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