Campus Name: Ankeny  
Course Title: Introduction to Business  
Course Number: BUS 102  
Section Number & CRN:  
   **Sec. B; CRN: 20725**  
   **Sec. D; CRN: 20731**  
   **Sec. G; CRN 20764**

### Instructor Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Rajendra Sinha (Reggie)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail Address</td>
<td><a href="mailto:rsinhaa@dmacc.edu">rsinhaa@dmacc.edu</a></td>
</tr>
<tr>
<td>Phone Number</td>
<td>515 964 6412 (direct)</td>
</tr>
<tr>
<td></td>
<td>515 480 8068 (mobile)</td>
</tr>
<tr>
<td>Fax Number</td>
<td>515 965 7135</td>
</tr>
<tr>
<td>Office Location</td>
<td>Room 19A, Building 8, DMACC Ankeny Campus</td>
</tr>
<tr>
<td>Office Hours</td>
<td>MWF: 8:00 – 9:00 a.m.; TR 9:30 – 10:30 a.m. and by appointment</td>
</tr>
<tr>
<td>Instructor Web Page Address</td>
<td><a href="https://secure.dmacc.edu/myonlinelearning/login.aspx">https://secure.dmacc.edu/myonlinelearning/login.aspx</a></td>
</tr>
</tbody>
</table>

### Course Information

<table>
<thead>
<tr>
<th>Semester &amp; Year</th>
<th>Spring 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date Syllabus Created and/or Revised</td>
<td>January 8, 2015</td>
</tr>
</tbody>
</table>

| Days & Time & Location | Sec. B: TR 8:05 – 9:30 a.m. AN08/4A  
|                        | Sec. D: MWF – 11:15 – 12:10 p.m. AN08/18  
|                        | Sec. G: MWF - 9:05 – 10 a.m. AN08/18  
| Course Description & Credits | http://www.dmacc.edu/courses/crsrod.asp  
|                        | 3 Credits  
| Prerequisites | None, but functional knowledge of Microsoft Office - Word, Excel, Access and Power Point necessary.  


Course Competencies

During this course, the student will be expected to:
1. Develop an awareness and appreciation of the overall business environment.
   1.1 Distinguish between a business and a nonprofit organization.
   1.2 Explain how risk affects the amount of profit a business can make.
   1.3 Explain the difference between standard of living and quality of life.
   1.4 Identify the stakeholders of a business.
   1.5 Explain the term entrepreneurship.
   1.6 Explain how a government’s tax policy affects business.
   1.7 Summarize how changes in technology changed the way business is done.

2. Develop an awareness of how economics and economic systems affect business.
   2.1 Explain the major differences between capitalism, socialism and communism.
   2.2 Define a mixed economy.
   2.3 Explain key economic indicators in our United States economy.
   2.4 Explain a business cycle.
   2.5 Explain the difference between fiscal policy and monetary policy.

3. Develop an awareness and appreciation of how international trade affects business.
   3.1 Explain why the global market is important today to business persons.
   3.2 Distinguish the terms comparative advantage and absolute advantage in global trade.
   3.3 Explain what is meant by importing and exporting and why each important to our economy.
   3.4 Explain various strategies used in reaching global markets.
   3.5 Explain the advantages and disadvantages of trade protectionism.
   3.6 Explain how the internet changed the way businesses engage in international business today.
   3.7 Define outsourcing.

4. Develop an awareness and appreciation of social responsibility and ethics as applied in business.
   4.1 Compare the difference between law and ethics.
   4.2 Explain management’s role in setting ethical standards.
   4.3 Explain the difference between compliance-based and integrity-based ethics codes.
   4.4 Explain how a business encourages employees to act ethically.
   4.5 Explain what is meant by corporate social responsibility.
   4.6 Explain the role of American business in encouraging ethical behavior and social responsibility while engaged in international business.

5. Develop an awareness and appreciation of various forms of business ownership.
   5.1 Explain various ways a business can be organized, including but not limited to sole proprietorships, partnerships, corporations, limited liability companies and cooperatives.
   5.2 Explain the similarities and differences among various business organizational structures.
   5.3 Explain the advantages and disadvantages among various business organizational structures.
   5.4 Explain different types of corporate mergers.
   5.5 Explain the advantages and disadvantages of franchises.

6. Develop an awareness and appreciation of the importance of entrepreneurship and small business in our economy.
   6.1 Explain the risks of entrepreneurship.
   6.2 Explain the primary differences between a person who wishes to be an entrepreneur and someone who is comfortable being an employee.
   6.3 Define how the Small Business Administration, defines a small business.
   6.4 Explain the primary reasons a small business will fail.
   6.5 Explain some proven successful strategies for a person who wishes to start a small business.
   6.6 Explain the advantages and disadvantages a small business has relative to international business.

7. Develop an awareness and appreciation of management, leadership and employee empowerment.
   7.1 Explain kinds of changes are occurring in business and our society that affect management.
   7.2 Explain the four traditional functions of management.
   7.3 Explain how planning and decision making help a business to accomplish its goals.
   7.4 Explain the differences between leading, planning, organizing and controlling.
   7.5 Explain the difference between leading and managing.
   7.6 Explain some different types of leadership styles.

8. Develop an awareness and appreciation of different ways a business can organize its employees and operations.
   8.1 Explain different ways groups of employees can be organized.
   8.2 Explain what Fayol and Weber believed was important in employee organization.
   8.3 Explain how change in our business world and society affected the way businesses organize employees.
   8.4 Explain the difference between centralized versus decentralized authority.
   8.5 Explain span of control.
   8.6 Explain the difference between a tall versus a flat organization.
   8.7 Explain various ways to departmentalize a business.
   8.8 Explain how the informal organization impacts a business.
### Course Overview

The introductory level business course focuses on gaining an excellent perspective on the conceptual and practical application of business fundamentals. Students are exposed to various disciplines with the business environment (accounting, banking, finance, management, marketing, global, labor, role of government, and ownership of business) as well as helps students gain critical knowledge in areas of entry-level career choices and entrepreneurship. The course also immerses students in developing business analysis skills.

### Study Tips

To do well in this class, you must do your homework regularly (see schedule and dateline on the last pages). Study the assigned readings, which will help you follow the content of the lecture. Review your lecture notes. Ask questions. Students are expected to devote three hours of study time for each contact hour. It is realistic to expect to spend at least 6 hours per week studying for this class. If you miss any lecture, it is your responsibility to obtain the notes from a classmate as soon as possible. Then review the missed notes and ask the instructor any questions on the missed material as soon as possible. The content of this course builds on itself throughout the semester. Consequently, it is important that students master early concepts, as they will become building blocks for concepts introduced later in the course. Students should seek extra help (tutoring, come in to office hours, etc.) as soon as possible if they feel that they are getting behind on the course material.

### Textbooks & Materials

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ISBN:</td>
<td>9781259611117</td>
</tr>
<tr>
<td>Required Materials</td>
<td>MikesBikes software bundled package with Textbook. CONNECT packaged with Textbook.</td>
</tr>
</tbody>
</table>

### Software Applications

**MS Office Suite:** DMACC students have access to Microsoft Word, PowerPoint, Publisher, and Excel via the DMACC Virtual Lab. For students who have personal computers, Microsoft Office suite is now offered FREE to all students.

### Software Notice

“All the software used in this class is copyrighted; therefore, it is not for distribution, copying, or personal use. This software is the property of Des Moines Area Community College.” Software notice.

### Course Policies

**Attendance**

See below

**Grading Criteria**

See below

**Classroom Conduct**

[https://go.dmacc.edu/handbook](https://go.dmacc.edu/handbook)

Show consideration for your classmates and instructor through these courtesies: (1) arrive on time, (2) be prepared for class, (3) participate actively and respectfully in class activities, (4) listen with care to the class discussion, and (5) turn off and put away cell phones and other electronic devices when you enter the classroom.

**Missed Exams**

See below

**Late Assignments**

See below

**Extra Credit**

See below

**Study Expectations**

Class members are expected to (1) attend all class meetings, (2) complete assigned readings, discussion questions, exercises, and writing assignments prior to each class meeting, (3) ask meaningful questions and make substantive comments, and (4) be responsible for all that is mentioned in class or in the required readings.

**Weather Policy**

Notification of Campus/College closures will be sent out through the DMACC RAVE Alert System, posted to the DMACC webpage at [www.dmacc.edu](http://www.dmacc.edu), and where possible sent to the local media.

**Class Cancellation Procedure**

If a class is cancelled for any reason, the instructor or the department will send an email message as well post a sign in front of the classroom.

**Academic Dishonesty/Plagiarism**

It is important for you to be familiar with and follow DMACC’s Academic Misconduct policy. Students are encouraged to review DMACC’s Academic Misconduct Policy on-line at [https://go.dmacc.edu/handbook/polprocedures/pages/academicmisconduct.aspx](https://go.dmacc.edu/handbook/polprocedures/pages/academicmisconduct.aspx) or in the DMACC Student Handbook.

### DMACC Information

**Instructor Home Pages**

[http://www.dmacc.edu/instructors](http://www.dmacc.edu/instructors)

**Add/Drop Dates**

[https://go.dmacc.edu/registration/pages/add_drop.aspx](https://go.dmacc.edu/registration/pages/add_drop.aspx)

**Refund Policy**

[https://go.dmacc.edu/registration/Pages/refund.aspx](https://go.dmacc.edu/registration/Pages/refund.aspx)

### Support Services

**Services for Students with Disabilities**

[https://go.dmacc.edu/student_services/disabilities](https://go.dmacc.edu/student_services/disabilities)

Any student with a documented disability who requires reasonable accommodation should contact the Disability Services Coordinator at 515-964-6850 or the counseling & advising office on any campus to apply for services.

### Course Syllabus
**Course Schedule**

<table>
<thead>
<tr>
<th>Week starting Mon.</th>
<th>Assignment</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 12 - 18</td>
<td><strong>UNIT 1 consists of Ch. 20, 1, 17 and 18</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introductions, Expectations, and Syllabus review. Name of business idea in second week of class. Form teams of four for Semester Project. Discuss Semester Project.</td>
<td></td>
</tr>
<tr>
<td>Jan. 19 - 25</td>
<td><strong>UNIT II consists of Ch. 13, 14, 15 and 16</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ch. 20 Watch <a href="http://www.youtube.com/watch?v=_dmPchuXIXQ">http://www.youtube.com/watch?v=_dmPchuXIXQ</a> (YouTube: Zeitgeist - The Movie: Federal Reserve Part 1). For the daring, read <a href="http://www.themoneymasters.com/the-money-masters">http://www.themoneymasters.com/the-money-masters</a> or watch the YouTube at <a href="http://www.youtube.com/watch?v=HfpO-WBz_mw">http://www.youtube.com/watch?v=HfpO-WBz_mw</a>; <a href="http://www.youtube.com/watch?v=rC720IC3N0">http://www.youtube.com/watch?v=rC720IC3N0</a>; <a href="http://www.youtube.com/watch?v=nUChuUo0ZhY">http://www.youtube.com/watch?v=nUChuUo0ZhY</a> ; Check out part nos. 3 and 4 as well.</td>
<td></td>
</tr>
<tr>
<td>Jan. 26 – Feb. 1</td>
<td><strong>UNIT II consists of Ch. 13, 14, 15 and 16</strong></td>
<td></td>
</tr>
<tr>
<td>Feb. 2 - 8</td>
<td>Ch. 17</td>
<td>Quiz No. 1 on Blackboard (available Wednesday – Sunday midnight)</td>
</tr>
<tr>
<td>Feb. 9 - 15</td>
<td>Ch. 18 Teams formation for MikesBikes (3 – 4 members per team)</td>
<td>Test no. 1 on BlackBoard (available Wednesday – Sunday midnight)</td>
</tr>
</tbody>
</table>

**Syllabus Addendum**

To access additional information related to DMACC policies and procedures that impact the classroom (i.e. use of technology, weather-related cancellations, classroom conduct, etc.), the DMACC student handbook, registration information (including add/drop dates and refund dates), student service information (including counseling and advising), the DMACC academic calendar, and campus-specific resources (i.e. Academic Achievement Center, library, computer, labs, etc.), go to [https://go.dmacc.edu/handbook](https://go.dmacc.edu/handbook) and click “Syllabus Addendum” in the left navigation.

If you do not have access to a computer and need a printed version of any of the information described above, contact your instructor.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar. 2 - 8</td>
<td>Ch. 15</td>
<td></td>
</tr>
<tr>
<td>Mar. 9 - 15</td>
<td>Ch. 16</td>
<td>Test 2</td>
</tr>
<tr>
<td>Mar. 16 - 22</td>
<td>Ch. 2</td>
<td></td>
</tr>
<tr>
<td>Mar. 23 – 29</td>
<td>Spring Break – College closed; no classes</td>
<td></td>
</tr>
<tr>
<td>Mar. 30 – Apr. 5</td>
<td>Ch. 3</td>
<td></td>
</tr>
<tr>
<td>Apr. 6 - 12</td>
<td>Ch. 4</td>
<td></td>
</tr>
<tr>
<td>Apr. 13 - 19</td>
<td>Ch. 5</td>
<td>Test 3</td>
</tr>
<tr>
<td>Apr. 20 - 26</td>
<td>Ch. 6 and 7</td>
<td>UNIT IV consists of Ch. 6, 7</td>
</tr>
<tr>
<td>Apr. 27 – Apr. 30</td>
<td>Class Presentation</td>
<td>Test 4</td>
</tr>
<tr>
<td>Fri. May 1 – Thu. May 7</td>
<td>Class Presentations continued during the Finals Week.</td>
<td></td>
</tr>
</tbody>
</table>

**Detailed instructions on MikesBikes will be sent separately!**

---

**Grade Allocation**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests</td>
<td>Four @ 15% each</td>
<td>60%</td>
</tr>
<tr>
<td>Semester Project</td>
<td>MikesBikes</td>
<td>20%</td>
</tr>
<tr>
<td>Business News</td>
<td>Five business news (printed) on any Business topic</td>
<td>10%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>Five @2% each</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Extra Credit**

Extra credits are “earned, not handed-out.” Opportunities exist if you show a strong engagement in class, discuss and debate points convincingly, participate in outside class activities (career fairs, seminars etc.), become an active member of the Phi Beta Lambda business club etc. 5% (max.)

---

**Course Evaluation**

**Grade scale**

- A 100- 93%; A- 92-90%; B+ 89-87%; B 86-83%; B- 82-80%; C+ 79-77%; C 76-73%; C- 72-70%; D+ 69-67%; D 66-63%; D- 62-60%; F 59% and lower

---

**Attendance and Participation**

The instructor deems regular classroom participation to be necessary for satisfactory progress in class. Each unexcused, tardy arrival or departure from the classroom may invite a 1% penalty, and **less than a 70% attendance/participation will invite an automatic “F” in class.**

---

**Readiness for Class**

It is assumed and expected that students have a working of, and are able to:

1. Understand, comprehend, read and write grammatically correct English sentences.
2. Basic operation and navigation of computer system (DMACC log in, check email messages, access Blackboard, CONNECT etc.)
3. Public Speaking (don’t worry if you are shy at first; we will ensure a comfortable environment for you to excel)
5. Work with team-mates both inside and outside the classroom in a collegial manner as professional conduct is required at all times on Campus and in the classrooms. This includes no usage of tobacco/smoking (which are against State Laws) etc.

<table>
<thead>
<tr>
<th>Recommendations and Reference Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can be requested ONLY after the end of the semester and if the student has obtained a minimum B or higher grade in class. The privilege is entirely at the instructor’s discretion and reserves the right to decline the letter for any reasons whatsoever. For example, if, in the opinion of the instructor, the student lacks behavior or personality characteristics, shows unprofessional conduct etc., the instructor may decline writing a letter even if the student receives an excellent grade in class.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Communication with the Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>When communicating/responding with the instructor via phone, email or any other method, clearly identify yourself with your full and formal name first (as it appears in the DMACC roster), the class and section second, and then proceed to state the reason for contact. For example, when sending an email, ALWAYS write your full name, course no. and section at the end of the message. Also, drop the informal “Hey,” rather opt for the more formal Hi or Hello. In an emergency, please do not hesitate to call me on my mobile at 515 480 8068.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Computer Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>All electronic and other submissions must comply with systems (hardware and software) maintained by DMACC. Further explanation will be provided later.</td>
</tr>
</tbody>
</table>