



The College of Western Idaho Course Syllabus BUSA 101 - Introduction to Business

Notice of Student and Instructor Accountability

Students and Instructors are accountable for all information on this syllabus, which is in this course's Moodle Site.

Course Information

Introduction to Business – MTCHS Business 3	Leah Heesch
BUSA 101 – CWI Dual Credit	leah.Heesch@mtchs.org
Course Modality – Face-to-Face	208-288-2928 Ext 101

Course Description

A survey of business subject areas for both business and nonbusiness students. Topics covered will include business operation and organization, financial management, marketing, accounting, and labor relations. Career opportunities in the field of business will be discussed. *There may be changes in the syllabus without any notice at any point during the year.* Pre-requisites: None

Schedule

This class meets on daily 7:45 to 9:32 a.m. Room 101 for the school year 2024-2025
Registration for dual credit will take place 2nd semester based on student performance

Instructor Availability

Office Hours for students: Mon-Fri 7:15 am - 3:00 pm

Course Focus

Introduction to Business is a survey course covering general business topics. We will take a high-level view of business trends, business ownership, business management, human resources, marketing, and financial management.

Course Learning Outcomes

Understand the business applications of the following:

1. Entrepreneurship and risk
2. Economics
3. The global environment
4. Ethics

5. Types of ownership of businesses
6. Management and Leadership
7. Organization of a business
8. Production & Operations management
9. Motivation
10. Recruiting
11. Management/Labor Issues
12. Marketing
13. Accounting
14. Finance
15. Legal Environment

In addition, students will:

- Write a brief business plan and understand common ways to finance a new small business.
- Apply economic concepts to the business world.
- Work together as a team to analyze business situations and related problems.

Outcomes Assessment

McGraw Hill SmartBook: These are due in the middle of the week. Pay attention to due dates and times. It may take you more or less time to complete these assignments. If you have scanned or read the eBook, **SmartBook** will go quicker. As you progress through questions, don't guess - if you don't know the answer click "I don't know". **SmartBook** has a "recharge" option that you can use to study for the quiz/midterm/final. Late work for these assignments will be according to MTCHS policy. There will be NO credit for SmartBook assignments completed after a chapter quiz is given. Communicate with Mrs. Heesch in advance if you have a life event or school absence so we can plan accordingly. If you miss a **SmartBook** in any given week you will still have access to the material via recharge, even though you don't earn points for that week.

Homework: Each chapter will include homework. These assignments will look different each week. You have unlimited attempts on homework. You will not be allowed to access quiz until you've completed the homework so don't wait until the last minute! Set aside at **least 1 hour per week for homework**.

Quizzes: Chapter quizzes are weighted higher than homework. Each chapter will have a quiz. The quiz will be 20 questions out of a pool of questions. Therefore, each student will receive different questions in a different order. You have ONE attempt to complete the quiz. Make sure you are in a place to dedicate a full 30 minutes of focused time, free of distractions, to take the quiz. After the quiz, you will see your total score only. The quiz is used to assess what you have learned from the chapter. Chapter Quizzes and the Final make up 50% of your grade, therefore, you must do all chapter quizzes. Some points are better than zero points and missed quizzes can drop your grade quickly.

Projects: There will be a few projects throughout the year. Projects are weighted at 20% of your grade.

Final Exam: You will take a cumulative final exam in this class. You may not take the final exam late unless coordinated beforehand with instructor.

Discussion Points: Discussion participation and contributions to group activities will make up 10% of your grade. Most discussions will be in class and your participation is essential. Do not have cell phones out during class unless Mrs. Heesch instructs you to do so.

Note: Concepts expressed in the classroom are for educational purposes, and a student's adherence to any belief system will not be used as evaluative criteria.

Grading Policy

Percentage of Grade	Item
50%	Assessments (Chapter Quizzes, Tests and Final Exam)
20%	Classwork/Assignments
20%	Projects
10%	Participation and Teamwork (Professional Points)

Grading Scale

90+	A
80-89	B
70-79	C
Below 69	NC

Textbooks and Required Materials

Understanding Business by Nichols, McHugh, and McHugh: McGraw-Hill, 13th Edition.

1. *Understanding Business* by Nichols, McHugh, and McHugh: McGraw-Hill, 13e Edition ISBN:978-1-260-894851
2. Access to Connect (McGraw-Hill's Online Curriculum and E-book version of the text is available). <http://connect.mheducation.com/>
 - *(The book is provided as an e-text to you. If you wish to use a hardcopy of the textbook, you may borrow a copy from Mrs. Heesch or purchase your own through McGraw Hill or Amazon.*
3. Access to the following online resource for additional assignments and case studies <https://mba.instructure.com>
4. The 7 Habits of Highly Effective People, Stephen R. Covey
ISBN: 978-1-4516-3961-2

*Computer with a webcam for testing

Instructional Conversation

Learning is an active exchange between faculty and student.

As a faculty, I will

- Instruct through class in person and online during eDays
- Facilitate participation in discussions in class
- Create a learning environment that engages students

As a student, you will

- Attend class and adhere to due dates
- Submit Connect and Moodle assignments and take required quizzes and exams
- Participate in group discussions

Course Calendar

The course calendar is located in Moodle

Course Expectations

- A student can expect to spend on an average approximately 2-3 hours per week outside of class time (reading, doing homework, preparing for projects, or creating presentations). Some students may need more time, and some may need less time each week. Please make sure that you are setting some time aside outside of class to be successful.
- Late work is generally not accepted in this class unless arrangements have been made with the instructor prior to the due date of the assignment.

Personal Technical Skills

This course will not provide information on how to use a computer, use Moodle, navigate the web or manage electronic files. Students who are having difficulty should contact their instructor or MTCHS Help Desk.

Students must be able to do the following with or without accommodation:

- Use an internet browser to navigate the internet and Moodle.
- Download, upload, create, save, edit and open documents using Microsoft Office applications, such Word, Excel and PowerPoint.
- Download and upload audio and video files.

Civility and Behavioral Expectations

The College of Western Idaho is committed to educational excellence and recognizes that to achieve that excellence, students, faculty, and staff have a right to be in a safe environment, free of disturbance and civil in all aspects of human relations. Membership in the CWI learning community places a special obligation on all members to preserve the safe learning environment, regardless of the medium of the environment. It is the responsibility of instructors to determine, maintain, and enforce the standards of behavior required to preserve that safe environment.

Behavior that has a negative impact on the learning environment is prohibited. Such behavior may include, but is not limited to, rude, sarcastic, obscene, or disrespectful and/or disruptive behavior. Instructors will determine the appropriate response to problematic behavior in line with the procedures stated in the MTCHS Student Handbook. Problematic behavior may result in a student being removed from the class session. It is the student's responsibility to check their email to receive notification of any scheduled appointments or other urgent communications.

Academic Integrity

One of the College's Core Themes is [Instructional Excellence](#), and to achieve instructional Excellence, academic integrity must be upheld. Academic Integrity is the "commitment to five fundamental values: honesty, trust, fairness, respect, and responsibility. ... these five values, plus the courage to act on them even in the face of adversity, are truly foundational to the academy" ([The Fundamental Values of Academic Integrity](#), 2013). These values are especially important in how students represent their own learning, ideas, and work. Practicing academic integrity includes, but is not limited to, non-participation

in the following behaviors: cheating, plagiarism, falsifying information, unauthorized collaboration, facilitating academic dishonesty, and violating program policies and procedures.

For additional information on academic integrity expectations, see the [Student Code of Conduct](#). Violations may result in disciplinary action ranging from failure of the assignment to failure of the entire course. Acts of academic dishonesty, especially when sanctions are given, are reported and run through the Academic Conduct Process. Repeated acts of academic dishonesty have more severe institutional consequences.

Title IX & A Respectful Community

Title IX guarantees all students the right to an education free from discrimination on the basis of sex. This includes the right to an education free from sexual harassment, including sexual assault. This may include unwelcome conduct of a sexual nature in class, or in online discussion boards or through chat or video conferences. This law also protects students from discrimination based on pregnancy or being a parent and provides support options as well. If you, or someone you know, may have been experienced sexual harassment or discrimination of any kind, you are encouraged to report it to the College Title IX Coordinator by completing a [report here](#), or by e-mailing respectfulcommunity@cw.edu. Filing a report allows the College to provide supportive measures to those involved. It does not obligate a student to go forward with an investigation, and all information reported is protected under federal law. For more information, [click here](#).

Student Services

CWI provides a number of offices and services to assist students on their academic journey. Below is a list of the services most commonly accessed by students:

- [One Stop Service Centers](#) – Provides assistance with admissions, advising, registration, financial aid, and most other common needs you may have. They are a good first stop for any questions.
- [Library & Research Support](#) – Assists students with research, study skills, textbook reserves and other services key to academic success.
- [Tutoring Center](#) – Free tutoring services on a range of academic subjects, available to all enrolled students.
- [Writing Center](#) – Provides strategies to help students identify opportunities to improve the quality of their writing, free of charge.
- [Assessment & Testing](#) – Proctoring services for a range of course exams, accommodated testing, and outside certification tests.
- [Student Affairs](#) – Provides a range of engagement opportunities, including professional and interest organizations, student government, support for veteran students & families, and CARE Services to support students through unexpected life events.

COVID-19 Response

MTCHS is committed to providing a safe learning environment for all students. We will be monitoring the class environment and delivery to ensure continued compliance with CDC and State of Idaho guidelines. Any change to course delivery will be communicated directly to students.