

B161 OL A Course Syllabus  
Introduction to Business

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# Section 1: Course Overview

**Course Information**

B161 OL Professor: Chet Jessick

Winter 2021 cjessick@ncmich.edu

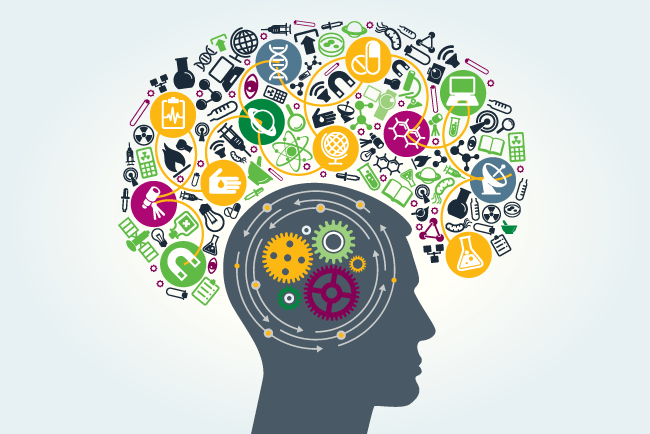
16 Weeks—*January 11 to May 7*  231.348.6649

*This course is not designed to shock or incite. Still, many adult subjects will be covered within management, including social/cultural differences, diversity, sexual harassment, bigotry, etc. Learners entering this course should address controversial topics objectively and with respect for diversity of opinion.*

**The lecture/discussion sessions and all other course materials are the intellectual property of the professor.** *The use of photographic, video, or audio recording/transmitting devices, downloading and or distributing any course information or activity, is prohibited without the professor's express written permission.*

**Course Overview**

An introductory course for business students that is also useful for those in other fields. The course objective is to take students with limited business backgrounds and introduce them to a variety of business topics by reading about and discussing current business activities and problems. Topics include bond market, banking, insurance, management, labor relations, accounting information, marketing, and business ethics. Students will read, watch, discuss, and become involved with business topics and problems.

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**Course Objectives**

|  |  |
| --- | --- |
| Learning Objectives | Methods of Assessment |
| To understand the foundation of and forms of American business | Graded assignments, quizzes, and a final exam. |
| To gain an overview of how to organize and manage a business. | Graded assignments, quizzes, and a final exam. |
| To understand the internal workings of a business. | Graded assignments, quizzes, and a final exam. |
| To understand the various environments of business. | Graded assignments, quizzes, and a final exam. |
| To understand the various challenges of business. | Graded assignments, quizzes, and a final exam. |
| To understand the importance of deadlines and meet them. | Graded assignments, quizzes, and a final exam. |

**Course Prerequisites**

None

# Section 2: Course Requirements

**Course Textbook and Materials**

***Required Text***



**BUSN, 11th Edition** Booksellers other than the North Central College store often do not deliver your text order by the beginning of the semester—some as late as three weeks, some not at all. As empathetic as I may be, not receiving your text does not release you from the course requirements and deadlines. Please don't place yourself in that sort of GPA jeopardy by trying to save a few dollars; it isn't worth it.

**Author:** Kelly   
**Edition:** 11th   
**ISBN-13: 9781337407120**

You may substitute with the 11th Edition's e-Text.

You are responsible for assigned chapters and other class materials.

**Use the North Central College Library Resource** through the North Central Library link on Brightspace–Required for Research and Reading. Once you login to the Library, select "Find Articles." Then use Business Source Elite.

**Online Course Requirements**

**Internet**

This course is entirely online, which means we will not be meeting in a traditional classroom. All interactions and activities will utilize internet technologies. *You are responsible for having a reliable computer and high-speed internet connection throughout the course.*

**Learning Management System (Brightspace)**

This course uses Brightspace as its learning management system (LMS). You must be able to use Brightspace to download and view documents, review and submit assignments, post to discussion boards, interact with others in the class, and view posted grades. For tutorials on how to use Brightspace, please click the *Learn How to Use Brightspace* link on the Brightspace home page or the *Get Help* link on the course menu.

* [**Brightspace 101**](https://ncmich.brightspace.com/d2l/le/discovery/view/course/20496) – If you would like to learn about and practice using the tools in Brightspace, you may self-enroll in this FREE, self-paced training course

**Email**

You must check your North Central student email account daily. Any course correspondence outside of Brightspace will be sent to your North Central Student email account. If you would like assistance accessing your student email account on your personal computer, smartphone, or other devices, you may contact the IT Help Desk (contact information is provided in Section 6).

**To serve you better, please use this Subject:**

B161, "YourName," The reason you're emailing.

**Computer Requirements**

This course requires that you have reliable access to the internet and a computer/laptop with updated software. You need to have access to and be able to use:

* High-speed Internet access (i.e., cable modem, DSL)
* Web browser (Free) – the latest version of Firefox, Chrome, or Safari is recommended
* Microsoft Office (Free to North Central students as part of your tuition. Register for and download Microsoft Office365 using your North Central email address at <https://products.office.com/en-us/student>
* Adobe Acrobat Reader (Free)

# Section 3: Professor Contact & Communication

**Professor Contact Information**

**Chet Jessick**

Email: [cjessick@ncmich.edu](mailto:cjessick@ncmich.edu) *Use this email subject:* **B161, "YourName," The reason you're emailing.**

Phone: 231.348.6649

**Office Hours & Location**  
**By Appointment**: by phone; by Zoom; my office—Room 154, Main Classroom Building

**Professor Communication**

**You must use the "3 before me" policy**. If you have questions regarding this course, you must review these resources before asking me to respond to individual questions of a non-personal nature:

* Course syllabus
* Announcements in Brightspace
* Muddiest Point/General Questions discussion board

If you cannot find the answer to your question, please *post your question* in the Muddiest Point/General Questions discussion board, which I monitor closely. Just as in a traditional classroom, your question will be answered and benefit your fellow classmates. You are encouraged to subscribe to this forum and answer questions from other students – this not only allows us to support each other but also helps provide timely assistance if I am away from my computer.

**Professor Response Expectations**

You should see a response to Muddiest Point/General Questions within 24-48 hours, but typically much sooner. If you have issues or questions of a personal nature, such as notifying me of a personal emergency or have questions regarding your grades, you are welcome to call or email me. Please allow 24-48 hours for a response.

**To serve you better, please use this Subject:**

**B161, "YourName," The reason you're emailing.**

# Section 4: Course Policies

**Attendance/Participation**

***Attendance*** in an online course means logging into Brightspace on a regular basis, with regular and timely *participation* in course activities.  
  
**Student Code of Conduct / Netiquette**

Students are responsible for obeying municipal, state, and federal laws, as well as North Central policies. The complete Student Code of Conduct, including the guidelines for netiquette in electronic communication, can be found in the North Central Student Handbook ([available online here](http://www.ncmich.edu/resources-support/other-support/north-central-policies-resources/student-handbook-a-rights-responsibilities.html#cofcond)).

**Late Work Policy**

In this class, you will be working closely with your peers and will often be reliant on others submitting their work in a timely fashion so you can complete your assignments or Discussion Board postings on time. Submitting late work puts undue pressure on your classmates and doesn't show respect for their time or input. *I am aware that emergencies happen, and life sometimes throws us unexpected challenges.*

* + Please see the Drop You Lowest Scores Section of the Syllabus. The Drops are calculated by Brightspace and will occur automatically once a category has +1 more grade than the number of Drops in that category. The Drops are eliminated in the Overall GPA or Final Grade column.
  + Your assignments or deliverables are due, as noted in the syllabus or as modified by me.
  + Deadlines may vary; do not miss them.
  + There will be no make-ups for quizzes. *All quizzes and assignments are due as noted in the syllabus.*
  + Failed quiz attempts or lockouts will not be reset. *If you anticipate technology and/or connection issues, you should take the quizzes on campus*.
  + **Late papers, quizzes, etc., will not be read or graded**—See why below!



Here's how it works: There are a specific number of drops for each of the deliverables—Class Professionalism Grades, Quizzes, Exams, Assignments, etc. You are in charge of your own "Sick Days, Mental Health Days, I Partied, and I Cannot Get Up Days, Family and Life Issue Days." You're in *control.*

**Do not confuse this rule with not wanting to talk to you. I want you to decide what constitutes a fair use of your sick days.** *If you do not use a Drop, the lowest score(s) still drop from your GPA.*

Once your Drops/Sick Days in a category are used, **that's it.** The zeros begin to affect your GPA, so save your drops for the important work, life, family events, and the truly tragic events that unfortunately come our way.

Previous learners tell me that this is the fairest grading system they have encountered and positively impacted their GPA.

*Should something become a significant challenge in your life, the sooner you seek help from your**professors, instructors, and counselors, the**more likely it is that you will be able to take steps to lessen its impact on your education.*

**Ignored work is any work unaccounted for in the semester**, which means I have no record of you doing it or turning it in. If you believe you have submitted an assignment but have not received a grade for the assignment, please contact me as soon as possible to investigate the issue.

**Academic Integrity**

North Central holds its students to high standards of academic integrity in all areas of college life, including the distance education environment. Any form of academic dishonesty will not be tolerated and can have serious consequences, including automatic failure in the course and/or dismissal from the college. By taking any form of course assessment, you agree that:

* You are the person registered in this course who has participated in and will receive academic credit for this class, and will not receive unauthorized assistance from any other person or source during this assessment.
* Acknowledge that unauthorized sharing of information about an assessment with others is strictly prohibited and could result in serious consequences.

**By accessing assessments in this course**, you are acknowledging your compliance with North Central's standards of academic integrity and that any violation will be dealt with according to the [Academic Dishonesty Process outlined in the North Central Student handbook](http://www.ncmich.edu/resources-support/other-support/north-central-policies-resources/student-handbook-a-rights-responsibilities.html#cofcond).

**Accessibility Statement**

In compliance with the Rehabilitation Act of 1973's Section 504 and 508, and the Americans with Disabilities Act of 1990, North Central's department of Learning Support Services (LSS) provides students with documented disabilities access to professional disability specialists, support staff, and specialized services. For more information about services provided or to request an accommodation for a disability, please [visit LSS on the web](http://www.ncmich.edu/resources-support/academic-support/learning-support-services/), on campus in Room 533 of the SCRC, or call 231-348-6682 from 8:30 am to 5 pm Monday –Friday.

**Copyright**

All materials and content in this course were created by the instructor unless otherwise specified.   
  
**Student Appeals**

North Central's student complaint and appeals processes begin with a student's direct communication with the faculty/staff member in an attempt to work together to resolve the matter. For complete information on North Central's student policies and processes regarding appeals & complaints, please see the [North Central Student Handbook](http://www.ncmich.edu/resources-support/other-support/north-central-policies-resources/student-handbook).

**Subject to Change**

All materials, assignments, and deadlines are subject to change. It is your responsibility to read course announcements and communications.

**COVID-19 On-Campus Safety Policy**

To best protect the safety of students, faculty, staff, and their families during the COVID-19 pandemic, masks that cover the nose and mouth are required. Any violation of this policy may be considered a violation of the Student Code of Conduct and may result in dismissal of the student and/or class and possible further sanctions.

Faculty, librarians, and counselors may dismiss individual students if they refuse to comply with mask use, social distancing, and hand sanitizer requirements. If the non-compliant student does not comply with the safety request, the faculty member may dismiss the rest of the class, maintain appropriate social distance between him or herself and the non-compliant student, and call 911 for a trespass complaint. Again, such non-compliance may be considered a violation of the Student Code of Conduct.

Students who are not able to comply with safety mandates, such as the mask requirement, due to a certified medical condition are to schedule an appointment with Learning Support Services to request an accommodation prior to attending any in-person class or campus event or be subject to the rules above regarding non-compliance.

[More information on North Central's response to COVID-19 can be found here](https://www.ncmich.edu/safety/coronavirus-covid-19.html).

# Section 5: Grading

**North Central Letter Grades**

The North Central letter grades corresponding to percentages achieved are:

| Letter | Percent | Letter | Percent |
| --- | --- | --- | --- |
| A | 100-95 | C | 76.9-74.0 |
| A- | 94.9-90.0 | C- | 73.9-70.0 |
| B+ | 89.9-87.0 | D+ | 69.9-67.0 |
| B | 86.9-84.0 | D | 66.9-64.0 |
| B- | 83.9-80.0 | D- | 63.9-60.0 |
| C+ | 79.9-77.0 | E | 59.9 or less |

**Return of Graded Work**

Grades are typically posted within one week after the assignment's due date. Please allow additional time for the return of essay grades – providing you with detailed and meaningful feedback is important.



**Grades and Grading Scale**

**How You Will Be Evaluated**

This Is The Section Where You Take Control Of Your Own “Sick Days.” The Drop Your Lowest Score Section Helps Your GPA!

The Elements of Your GPA

**Individual Class Professionalism** See Below\*  **40% Drop** *your two lowest scores*

*Brightspace Online Discussion Board Postings,*

*On-time delivery*

*Reading and Responding to class emails.*

**Assignments** ***(Grades: A or B/E—Pass/Fail)*** **15%** **Drop** *your lowest score*

*The assignment sheet and Drop Box is on Brightspace*

**Quizzes** O*nline-Brightspace* **35% Drop** *your two lowest scores*

**Final Exam** *Online-Brightspace* **10%**

The Brightspace Gradebook automatically handles drops in the overall GPA column.

**No credit for a late deliverable accomplished past its due date. Ignore the Brightspace notation "Always Available." Always follow the Due Dates listed on the course schedule in this syllabus.**

**Two Weekly Academic Discussion Boards (Dbs):**

|  |  |
| --- | --- |
| **1. The Weekly Chapter Discussion Board**  **One New Thread Postings—**  **Deadline:** New Thread Posts Due: NLT midnight **Wednesday.**  **\*Do Not Dump Post.**  Be IN the Discussion! | **Post your "New Threads" on this Db NLT midnight on Wednesday. Post on two separate days.**   1. **One Discussion Board** post about the **Subject of the Week (SoW)--**they are provided in each weekly Module of the syllabus schedule. 2. **One Reply to a classmate's post.**   Have fun discussing the course topics with your classmates. **Keep in mind this isn't about posting; it's about being IN a discussion.** You may post as many times as you like after meeting the two required New Thread posts. \***Dumping posts** onto Brightspace near the end of the deadline will not earn more than an **"E"** for that Db--that's not being in the Discussion!  Be involved in the class—support each other. This Db is a college-level, peer-to-peer class discussion. Follow our netiquette rules. |
| **One Response Postings—**  **Reply to One classmates—Deadline:** Sunday by Noon  **2. The Class Chat With Chet**  **Discussion Board**  **Deadline for the CCWC Db—Post your New Thread by Tuesday at midnight** so you and I can **reply to each other NLT Friday midnight*.*** | Reply **thoughtfully and academically** to your classmates' postings. Some of them will post things that you are naturally aware of, and some will have fun learning by being in conversation with you. Reply to different people rather than sticking with the same people all of the time. You and your classmates will appreciate the different points of view and freshness variety brings to the course.  **Deadline for the Weekly Chapter Db-Wednesday NLT midnight for New Thread Posts, Reply posts by Sunday at Noon when the new Weekly Dbs open**.  Post early in the week. Do not post only on the deadline—that's Dump Posting, and you won't get credit for the Db if you do.  **Post your Class Chat With Chet NLT midnight on Tuesday**   * **One New Thread—When a Starter Question or Subject is present, post about it. If not, post about something from the readings. Share how the new information informs your perspective about the subject or career.** * **One Reply to my response—Deadline, NLT Friday midnight.**   This Db is a student/professor discussion board. We chat about the course material just as we would in a classroom except that it is asynchronous *(we individually post at different times).* **Please post only academic questions, comments, etc.** If you have a personal question, email me.  **More about Dbs on the next page** |

***General comments about Discussion Boards*** *(Dbs):*

* The New Week's Db begins when the old Db closes—Sunday at Noon.
* **Make each posting** something thoughtful or inquiring **about the material** we're covering in the Module.
* **Post evenly throughout each of the Module's one-week Dbs.**
* Do not wait until the end of Db's deadline to post. **That's Dump Posting.**
* **There is a difference between Posting and Discussion. Be IN the Discussion.**
* An "I liked" or "I agree" kind of posts will not help your GPA. Tell your reader WHY you like it (or don't) or WHY you agree (or don't). Be academic.





***Common Discussion Board Mistakes:***

***Mistake 1:***

**If I post one or two long-winded paragraphs over the course of the week, I will get an A.**

**Response 1:**

No matter how brilliant your posts, you will never earn an A by merely spitting out your opinions. The emphasis is on an ***academic discussion. Support your ideas with outside sources from ProQuest/Business Source Elite—see Find Articles at North Central's online Library.***

***Mistake 2:***

**If I post a lot of one-liners, it will look like I'm really a good discusser.**

**Response 2:**

Feel free to post things such as "I agree completely." or "Good point, John." but they won't be considered in your class professionalism review. **Most people in online classes really find these postings a waste of time. Tell us why you agree. *Support your ideas with outside sources from ProQuest/Business Source Elite—see Find Articles at North Central's online Library.***

***Mistake 3:***

**I didn't start posting until the end of the week, but I posted a great deal during that time.**

**Response 3:**

Again, the emphasis is on *DISCUSSION*. **Do Not Dump Post!** Involving yourself late in the Db will not earn you more than a low score.

***Mistake 4:***

**I posted a lot. I supported my classmates with "I agree," "You're right," "Great article."**

**Response 4:**

Why do you agree or think that they are right or believe that the article is "great?" Add to the academic discussion.

# Section 6: Student Resources/Support

**Brightspace Support Portal**

If you are experiencing technical issues inside Brightspace, please visit the 24/7 Brightspace Help Portal by going to the *Need Help with Brightspace?* found in the right-hand column of the Brightspace home page. If you would like more information about using Brightspace tools, visit the *Learn to Use Brightspace* link on the main navigational menu of the Brightspace home page.

**The Brightspace Support Portal offers 24/7/365 access to:**

* Live chat
* Phone support (1-877-325-7778)
* Email ticketing system
* Searchable database of solutions to common issues

***Note: The Brightspace Support Portal and the IT Help Desk cannot grant you access to course materials or assist you with accessing/retaking quizzes or viewing grades without my authorization****.* If you have trouble accessing materials or experience an issue with tests in the course, please post to the General Questions discussion in the course first.

For other technical issues or questions, such as logging into the portal, contact the IT Help Desk using the contact information listed below.

**IT Help Desk**

Submit an IT Help Desk ticket through the "My Help Desk" button in your [student portal](http://www.ncmich.edu/ncmc-portal).

ADCL 63

231-348-6617

[helpdesk@ncmich.edu](mailto:helpdesk@ncmich.edu)

**Regular Business Hours**

Monday – Thursday 8:30 am – 7 pm EST

Friday – 8:30 am to 5 pm EST

*\*Hours may vary – check the* [*North Central website*](https://www.ncmich.edu/resources-support/help-desk.html) *for up-to-date information.*

**Evenings, Weekends, Holidays**

24/7 after-hours support: 231-622-7239

**Library**

The Library is the hub for all of your research, printing, and technology needs. You have access to more than a million print and online resources, such as books, newspaper and journal articles, videos, and government documents. Laptop computers and study rooms are also available to check out. Library staff are happy to help you locate information and assist with creating citations for class assignments.

231-439-6345

Visit the [North Central Library](http://www.ncmich.edu/resources-support/library/) online

[library@ncmich.edu](mailto:library@ncmich.edu)

**Hours**

Monday – Thursday 8 am – 7 pm EST

Friday – 8 am to 5 pm EST

*\*Hours may vary – check the* [*North Central website*](http://www.ncmich.edu/about-us/facts-resources/hours.html) *for up-to-date information.*

**Writing Center**

The [North Central Writing Center](mailto:https://ncmcwritingcenter.simplybook.me/v2/) offers FREE writing help for all students. Services include developing writing ideas, guiding research, assistance with organization, coaching in grammar and punctuation, learning APA and MLA formatting, and more. Make an appointment on the Writing Center website or just walk in! Can't make it to campus? That's okay… Remote appointments are available through phone or video chat.

231-439-6345

Located in the Library

[writingcenter@ncmich.edu](mailto:writingcenter@ncmich.edu)

**Hours**

Monday – 10 am – 5 pm EST

Tuesday – 10 am – 7 pm EST

Wednesday – 10 am – 7 pm EST

Thursday 10 am – 5 pm EST

*\*Hours may vary – visit the* [*Writing Center website*](mailto:https://ncmcwritingcenter.simplybook.me/v2/) *to make an appointment online.*

**Learning Support Services (LSS)**

LSS provides placement and other testing services, disability services, veterans services, academic mentoring, study support, tutoring, and other free resources to help students succeed.

**Personal Online and On-Campus Tutoring**

LSS offers FREE online and on-campus tutoring in many subjects. For detailed tutoring information, visit the [tutoring area of the North Central website](http://www.ncmich.edu/resources-support/academic-support/tutoring.html) or visit the ***Get Help*** link in the top navigational menu of any page in Brightspace to access free online tutoring.

231-348-6682

Located in the SCRC

**Hours**

Monday – Friday, 8:30 am – 5 pm EST

*\*Hours may change – check the* [*North Central website*](http://www.ncmich.edu/about-us/facts-resources/hours.html) *for up-to-date information.*

**Advising & Financial Aid**

To schedule an appointment with an advisor or to get assistance with FAFSA or financial aid questions, please click the "Make an Advising Appointment" link in the North Central portal or contact Student Services at:

* 231-348-6605 (Petoskey)
* 989-705-3775 (Gaylord)
* 231-597-0322 (Cheboygan).

**Hours**

Monday – Thursday 8:30 am – 5 pm EST

*\*Hours may vary – check the* [*North Central website*](http://www.ncmich.edu/about-us/facts-resources/hours.html) *for up-to-date information.*

**Campus Cupboard**

If you are dealing with food insecurity, please utilize the North Central Campus Cupboard. You can email [campuscupboard@ncmich.edu](mailto:campuscupboard@ncmich.edu) or log into the NC Portal, select "My North Central," then "Forms," and then "Campus Cupboard."

**Counseling Services**

If you are in need of counseling services, please contact our full-time Counselor at [mmummaw@ncmich.edu](mailto:mmummaw@ncmich.edu) or 231-348-6700.

**Complete Listing of Resources & Support**

For a complete listing of student resources & support, please visit the [Student Services area of the North Central website](http://www.ncmich.edu/resources-support/), call 231-348-6605, or visit the Student & Community Resource Building on campus. The Student Services office is open Monday through Friday from 8:30 am to 5 pm EST (Hours may vary).

**Faculty/Learner**

**Relationship**

*****Please accept my invitation to share your concerns or questions about course atmospherics, content, exams, quizzes, assignments, etc., directly with me. The course atmosphere is designed to allow you to feel comfortable, to be welcoming, and to be academically supportive. I assure you that your concerns will be addressed without GPA implications or retaliation. Most misunderstandings or disagreements can be resolved quickly and easily by direct, sincere communication.*

**Small Stuff:**

* **No extra credit.** Do the assigned work and do it well.
* **Objections to or questions about exam or quiz questions:** if there is a problem question, post about it, and email me. Then, if warranted, the entire class will receivethe appropriate grade modification.
* **Webus Interruptus:** The web gods giveth, and they sometimes taketh away. When Brightspace service is interrupted and it is documented, you will be allowed to submit your work as "on time." I'll be posting more about this on the class website.
* Any act of **academic dishonesty** will result in an "E" (0.0) for the course and a recommendation to the Dean of Students for suspension from North Central (See student handbook).
* **Late Registrants and Tardy Participants:** The class has been "live" since the first official day of class this semester. You are expected to meet all the requirements of the course. Any assignments that are delivered past their deadline because of late registration or nonparticipation will not receive credit.

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# Section 7: Course Schedule

**The B161 OL schedule is subject to change.**

**Color Code: Discussion Boards, Assignments and Quizzes and the Final Exam are due NLT Midnight of the day they appear on this course schedule. Follow the schedule for Discussion Board posting.**

1. **Course Deliverables: Quizzes, Assignments, Discussion Boards, and the Final Exam** are available on Brightspace in each **Module.** 
   1. **Due Dates:** Everything is due on the date it appears on the schedule below. Once a deadline is passed, you cannot post on a Db, take a quiz or exam, or deliver an assignment late and expect anything other than a zero.
   2. You'll benefit from a review of "**The No Late Work Policy**." *See page 5 of this syllabus.*
2. **Assignment Delivery:** Deliver your assignment to its **Brightspace Assignment Drop Box** *in the corresponding* ***Module***.
   1. **Read the Assignment Sheet** before attempting your assignments.
3. The **Modules** belowcorrespond with the Modules or weekly learning modules in Brightspace—not the textbook's sections.
4. **All due dates and times are Eastern US time zone.**
5. In Brightspace, be sure to click on My Grades—Class Progress to review your GPA and to review my comments on your Deliverables. If you have any questions, email me right away.
6. **The number of Discussion Board postings does not change even if we cover more than one chapter in a Weekly Module.**

**Be sure to check your college email account daily. Review the course Announcements on Brightspace every time you logon.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Module**  **Week** | **Date** | **Day** | **Learning Activities and Deliverables What you need to do:** |
| **Module 1 Week 1** | **1/11** | **Mon** | **Module 1**   1. **Read the syllabus** and become familiar with the Brightspace Learning Management System (LMS)--see **'Start Here'** Tab 2. **To Access the Learning Modules** 3. **Take the Syllabus Quiz—** see **'Start Here'** Tab**. *IMPORTANT: You cannot begin the coursework without earning at least 80% on this quiz.*** 4. Post Something about yourself and reply to one classmate on the **Introductions Discussion Board**—see **'Start Here'** Tab 5. Update or create your Brightspace Profile—Include a digital photo of yourself—***Required.*** 6. **Download the following:** See 'Start Here' tab, How To Sheets 7. **Discussion Board (Db) How To sheet** 8. **Discussion Boards Quick Start Checklist**   **Skim** Chapter 1: Business Now: Change Is The Only Constant—Read the chapters by the dates here in the syllabus. ***No Quiz requirement for Chapter 1.***  **Subject of the Week (SoW): Post on the Weekly Chapter Db—**What factors contribute to the rapid pace of change in business discussed in chapter 1? Is the pace likely to accelerate or decrease over the next decade? Why?  **CCWC Db** **Starter Question: How does the rapid change discussed in chapter 1 inform your career plans?** |
|  | **1/12** | **Tues** | **Post on the CCWC Db about Chapter 1 or 2 before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **1/13** | **Wed** | Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **1/14** | **Thurs** | **Chapter 2: Economics: The Framework of Business**  **Practice Quiz**  **Quiz: Chapter 2 Due by Midnight**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **1/15** | **Fri** | Post your questions about the things that are confusing about the syllabus, due dates, how to accomplish something, where to find a document, etc. on the **Muddiest Point Discussion Board** located in each Week-by-Week Module.  **You also have the weekly Class Chat With Chet for chapter-related questions/discussions.**  **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 2 begins on Sunday at Noon*** |
| **Module 2 Week 2** | **1/18** | **Mon** | **Module 2**  **Chapter 3: The World Marketplace: Business without Borders.**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db—** How has NAFTA impacted the US? Overall, do you believe that it was a positive move for the US? Why or why not?  **CCWC Db** **Starter Question:** Outline the potential pros and cons of the three key strategies for developing foreign markets: exporting, licensing and franchising, and direct investment. |
|  | **1/19** | **Tues** | **Quiz: Chapter 3 Due**  **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **1/20** | **Wed** | Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **1/21** | **Thurs** | **Chapter 4: Business Ethics and Social Responsibility: Doing Well By Doing Good**  **Practice Quiz**  **Quiz: Chapter 4 Due**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **1/22** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 3 begins on Sunday at Noon*** |
| **Module 3 Week 3** | **1/25** | **Mon** | **Module 3**  **Chapter 5: Business Communication: Creating and Delivering Messages That Matter**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db—**Why is nonverbal communication so important? How can you tell when nonverbal communication is effective?  **CCWC Db** **Starter Question:** When you develop messages, what factors should you consider when choosing your words? Which considerations do you think are most important? Why? |
|  | **1/26** | **Tues** | **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **1/27** | **Wed** | **Download the Assignment How-To Sheet**  **Assignment 1—Chapter 5 Due:** *See the Assignment Sheet in each Module under the tab:* ***How To Sheets for Discussion Boards, Assignments, Article Analysis, etc.***  **Respond to these questions using the step-by-step instructions in the Assignment Sheet:**  Why is active, effective listening so difficult for many people? Discuss how you rate yourself using the text's techniques for improving listening skills (within the American culture)? How will you benefit from using these strategies?  **To deliver your assignment, click on 'Assignment 1 Chapter 5 Questions Drop Box.'**  Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **1/28** | **Thurs** | **Quiz: Chapter 5 Due**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **1/29** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 4 begins on Sunday at Noon*** |
| **Module 4 Week 4** | **2/1** | **Mon** | **Module 4**  **Chapter 6: Business Formation: Choosing the form that fits**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db—**Why do many entrepreneurs initially set up their businesses as sole proprietorships? Why do many successful entrepreneurs eventually decide to convert their sole proprietorship to some other form of ownership such as a corporation or LLC?  **CCWC Db** **Starter Question:** What are the main advantages and disadvantages of a business format franchise arrangement for the franchisee? For the franchisor? |
|  | **2/2** | **Tues** | **Quiz: Chapter 6 Due**  **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **2/3** | **Wed** | **Assignment 2—Chapter 6 Due NLT midnight:** Determine which form of ownership would be best for the business you might start in the future? Discuss the advantages and disadvantages of the form you selected.Use Key Learning Objectives to support your response. *Post your assignment to its Drop Box on Brightspace. See delivery instructions under* ***Assignment 1 above.***  Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **2/4** | **Thurs** | **Chapter 7: Small Business and Entrepreneurship: Economic Rocket Fuel**  **Practice Quiz**  **Quiz: Chapter 7 Due**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **2/5** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 5 begins on Sunday at Noon*** |
| **Module 5 Week 5** | **2/8** | **Mon** | **Module 5**  **Chapter 8: Accounting: Decision Making by the Numbers**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db—**Describe the key differences between financial accounting and managerial accounting.  **CCWC Db** **Starter Question: What is the purpose of budgeting?** What is the master budget, and what are its major components? How does a top-down budgeting process differ from a bottom-up approach, and what are the advantages and disadvantages of each? |
|  | **2/9** | **Tues** | **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **2/10** | **Wed** | Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **2/11** | **Thurs** | **Quiz: Chapter 8 Due**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **2/12** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 6 begins on Sunday at Noon*** |
| **Module 6 Week 6** | **2/15** | **Mon** | **Module 6**  **Chapter 9: Finance: Acquiring and Using Funds to Maximize Value**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db—**What are the key questions financial planning must answer? What role does the budgeted income statement and the budgeted balance sheet play in finding answers to these questions?  **CCWC Db** **Starter Question:** You recently opened a natural foods company specializing in organic ingredients sourced from farms just a few hours away from your factory. Sales have been surprisingly brisk, and a very large company wants to purchase 50 percent of your company for $25 million. The problem? Your potential investor is one of the largest snack foods companies in the world and doesn't care much for your organic, natural image. Would you accept the offer or not, and why? |
|  | **2/16** | **Tues** | **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **2/17** | **Wed** | Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **2/18** | **Thurs** | **Quiz: Chapter 9 Due**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **2/19** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 7 begins on Sunday at Noon*** |
| **Module 7 Week 7** | **2/22** | **Mon** | **Module 7**  **Chapter 10: Financial Markets: Allocating Financial Resources**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db—**What service does a stockbroker offer? Briefly describe the difference between a full-service broker and a discount broker. How does a broker handle a market order? How does a broker handle a limit order?  **CCWC Db** **Starter Question:** Use the Internet to investigate a career in investment banking. (Hint: Good starting places are websites such as The Princeton Review Career Profile and Career Overview.com) What education would you need? What are this career's potential risks and rewards? Is this a career that appeals to you? Why or why not? |
|  | **2/23** | **Tues** | **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **2/24** | **Wed** | **Assignment 3—Chapter 10 Due:**--Discuss and compare several strategies investors use to invest in securities. Which one would you be most comfortable with, and why? *See delivery instructions under* ***Assignment 1 above.***  Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **2/25** | **Thurs** | **Quiz: Chapter 10 Due**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **2/26** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 8 begins on Sunday at Noon*** |
| **Module 8 Week 8** | **3/1** | **Mon** | **Module 8**  **Chapter 11: Marketing: Building Profitable Customer Connections**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db—** What are the four different kinds of utility that marketers can provide? Give an example (not from the book) of a product that delivers each type of utility.  **CCWC Db** **Starter Question:** Imagine for a moment that you're in charge of marketing smartphones to the rapidly growing market segment of very old consumers. What hurdles might you face? How could you surmount these hurdles? |
|  | **3/2** | **Tues** | **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **3/3** | **Wed** | Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **3/4** | **Thurs** | **Quiz: Chapter 11 Due**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **3/5** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 9 begins on Sunday at Noon*** |
| **Module 9 Week 9** | **3/8** | **Mon** | **Module 9**  **Chapter 12: Product and Promotion: Creating and Communicating Value**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db**— What are the four stages of the product life cycle? How does the product life cycle stage impact marketing strategy?  **CCWC Db Starter Question:** Would it ever make sense for a firm to offer a new product line that they know would cannibalize an existing line? Explain your answer. |
|  | **3/9** | **Tues** | **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **3/10** | **Wed** | **Assignment 4—Chapter 12 Due NLT midnight:** How doesinnovation affect the breadth of a company's product line? How does it affect the Product Life Cycle? *See delivery instructions under* ***Assignment 1.***  Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **3/11** | **Thurs** | **Quiz: Chapter 12 Due**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **3/12** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 10 begins on Sunday at Noon*** |
| **Module 10 Week 10** | **3/15** | **Mon** | **Module 10**  **Chapter 13: Distribution and Pricing**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db—**Explain the role of channel intermediaries in the product distribution process. Why is their role important?  **CCWC Db Starter Question:** Discuss the role of pricing objectives and strategies. |
|  | **3/16** | **Tues** | **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **3/17** | **Wed** | Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **3/18** | **Thurs** | **Quiz: Chapter 13 Due**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **3/19** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 11 begins on Sunday at Noon*** |
| **Module 11 Week 11** | **3/22** | **Mon** | **Module 11**  **Chapter 14: Management, Motivation, and Leadership: Bringing Business to Life**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db—**Defend the statement, "Managers cannot motivate anyone. They can only create an atmosphere where motivated people can flourish. Explain your answers.  **CCWC Db** **Starter Question**: Define technical skills, human skills, and conceptual skills. How do these three skills connect with the different levels of management? How do critical thinking and decision-making skills come into play? |
|  | **3/23** | **Tues** | **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **3/24** | **Wed** | **Assignment 5—Chapter 14 Due:**--Managing Employee Goals and Performance. If an employee falls short of meeting their goals, what factors should management consider before engaging in disciplinary action? Why? Make sure your answer has academic underpinnings, **not just opinions**. *See delivery instructions under* ***Assignment 1.***  Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **3/25** | **Thurs** | **Quiz: Chapter 14 Due**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **3/26** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 12 begins on Sunday at Noon*** |
| **Spring Break** | **3/29** | **Mon** | **Spring Break** |
|  | **3/30** | **Tues** |  |
|  | **3/31** | **Wed** |  |
|  | **4/1** | **Thurs** |  |
|  | **4/2** | **Fri** |  |
| **Module 12 Week 12** | **4/5** | **Mon** | **Chapter 15: Human Resource Management: Building a Top-Quality Workforce**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db—**What is the key difference between job descriptions and job specifications? What are some examples of each? Why are job descriptions and job specifications important to HR planning?  **CCWC Db Starter Question:** How has management's attitude toward human resources changed in the past couple of decades? What factors have influenced this change? |
|  | **4/6** | **Tues** | **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **4/7** | **Wed** | **Quiz: Chapter 15 Due**  Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **4/8** | **Thurs** | **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **4/9** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 13 begins on Sunday at Noon*** |
| **Module 13 Week 13** | **4/12** | **Mon** | **Module 13**  **Chapter 16: Managing Information and Technology: Finding New Ways to Learn and Link**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db—**What is the difference between data and information? Why is this distinction important? What are the characteristics of high-quality information? Give an example of information you've received that lacks one or more of these criteria, and discuss why this made the information less useful.  **CCWC Db Starter Question: Explain why cloud computing is likely to revolutionize the way firms acquire and use information technology resources. What issues and concerns might limit the acceptance of cloud computing?** |
|  | **4/13** | **Tues** | **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **4/14** | **Wed** | Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **4/15** | **Thurs** | **Quiz: Chapter 16 Due**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **4/16** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 14 begins on Sunday at Noon*** |
| **Module 14 Week 14** | **4/19** | **Mon** | **Module 14**  **Chapter 17: Operations Management: Putting It All Together**  **Practice Quiz**  **Subject of the Week (SoW): Post on the Weekly Chapter Db—**Explain the relationship between the operations management goals of "efficiency" and "effectiveness."  **CCWC Db Starter Question:** Think about your recent encounters with service providers such as restaurants, theaters, car repair facilities, and banks. Identify and describe one service experience that met or exceeded your expectations and another that left you dissatisfied. What characteristics stood out in each case? How did your experience relate to the concept of a servicescape? How could the service provider that disappointed you improve its performance? |
|  | **4/20** | **Tues** | **Post on the CCWC Db before midnight tonight.**  **Follow the Db Posting Requirements** |
|  | **4/21** | **Wed** | Post your **New Thread** discussions on the Weekly Chapter Db NLT midnight |
|  | **4/22** | **Thurs** | **Quiz: Chapter 17**  **Post replies on the Weekly Chapter Db and the CCWC Db** |
|  | **4/23** | **Fri** | **Post your reply to the CCWC Db NLT midnight tonight.**  **Post your reply posts on the Weekly Chapter Db by Noon on Sunday**  ***Module 15 begins on Sunday at Noon*** |
| **Module 15 Week 15** | **4/26** | **Mon** | **Module 15**  **Take any Practice Quizzes you have not taken to prepare for the Practice Final.**  ***Review your Practice Quiz results*** |
|  | **4/27** | **Tues** | **Review the results.**  **Post on the Weekly Chapter Db and the CCWC Db—ask each other AND me about the material that seems to have eluded your understanding, is unclear, or confusing.** |
|  | **4/28** | **Wed** | **Study and prepare for the Final Exam** |
|  | **4/29** | **Thurs** | **Practice Final Exam:** Due NLT midnight on Sunday |
| **Module 16**  **Week 16** | 5/3 | Mon | **Final Exam:** Submit this Fifty Question Exam No Later than Midnight tonight—it is similar to taking the quizzes—all of the questions come from the same pool as your quizzes. |
|  | 5/4 | Tues | **Post On the Final Thoughts Db--Required**—NLT Friday at noon. |
|  | 5/5 | Wed | Check My Grades on Brightspace—contact me if you have any questions. |
|  | 5/6 | Thurs | Check My Grades on Brightspace—contact me if you have any questions. |
|  | 5/7 | Fri | Check My Grades on Brightspace—contact me if you have any questions. |

**Notes:**