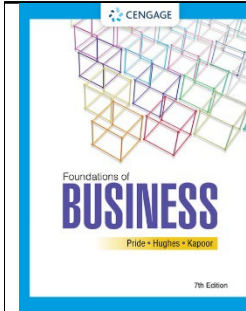


**Introduction to Business and
Entrepreneurship**
BUE 101
Fall 2022

Instructor:	Anthony Mallinger	Phone:	928-854-4158
Office Location and Hours:	Lake Havasu High School Campus. Instructor available by appointment, phone call or email or through Google Classroom. The instructor will respond within 24 hours.	MCC Email:	Anthony.Mallinger@lhusd.org
Class Dates, Days, and Times:	On-ground: In Person Monday-Tuesday-Wednesday-Friday 10:05 – 11:00 Thursday 9:34 – 10:13 August 8 – December 22	Class Location:	LHHS J219, computer based Google classroom for MindTap (the online learning platform*required for your homework)
Drop Period:	2022-23 Academic Calendar (Be aware that dropping a course may affect your financial aid and/or veteran education benefits.)		
Withdrawal Dates:	2022-23 Academic Calendar You may be administratively withdrawn (WR1) from the class if you do not participate for Two (2) consecutive weeks. Please see the Catalog for more information. (Be aware that withdrawing a course may affect your financial aid and/or veteran education benefits.)		
Secondary Contact (Associate Dean or Program Director):	Amy Sullins- LHHS Assistant Principal	Course Modality:	On ground in-person, online, google classroom
Learning Management System:	All courses are web-enhanced and, as such, all students are required to have access to the Learning Management System. The Learning Management System can be accessed via the Library and the Student Success Center on each campus. Access the Learning Management System through Synergy.		
Course Description:	An overview of the world of business and the areas that affect businesses. The course examines the major issues involved in starting, owning and operating a business; including economics, entrepreneurship, small business management, marketing, pricing, distribution, human resource management, financial management and the impact of technology, social media and e-business.		
Course Learning Outcomes:	1. Identify factors affecting environment businesses operate in (3) 2. Distinguish between the different types of business ownership and different classifications of business (2,3) 3. Identify what is necessary to start, manage and organize a business (3,6) 4. Provide ways to attract, hire, motivate and retain employees (4) 5. Assess a business's health by using marketing, financial and accounting information (5)		
Materials/ Equipment:	Accessible computer: also need to download Mozilla Firefox (preferred) or Google Chrome as your internet browser to best access Canvas and MindTap (the online learning software program required for your homework). It is bundled and purchased with your textbook (coming soon).		

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TEXTBOOK: Foundations of Business, Pride/Hughes/Kapoor, Copyright 2023, 7th edition. ISBN: 978-0-357-717943

MINDTAP: Mindtap for Pride/Hughes/Kapoor's Foundation of Business, 1 term Instant Access, Pride/Hughes/Kapoor, 7th edition. ISBN: 978-0-357-717961

In order to register your MindTap product, you must have the **COURSE KEY** which will be sent through Google classroom and also the **STUDENT ACCESS CODE** (may already be inputted for you) which comes when you purchase the MindTap product.

TO REGISTER your MindTap product:

1. Connect to <http://login.cengagebrain.com>
2. If you already have an account, sign in. From your dashboard, enter your **COURSE KEY** (listed above) In the box provided, click the Register button. You also need your **STUDENT ACCESS CODE** which comes with the MindTap product. Your **STUDENT ACCESS CODE** may be there already.
3. If you don't have an account, click the Create an Account button, and enter your course key when prompted.
4. Continue to follow the on-screen instructions.

Every time you login to Cengagebrain.com to complete your homework on MindTap, you should complete the **SYSTEM CHECK** (click on your name in the upper right corner of the screen). All **GREEN** check marks must appear in order for MindTap to work for you. Please take a moment to fix any **RED** exclamation points. Instructions are provided right there for you. Be sure to use Mozilla Firefox or Google Chrome as your internet browser.

Other Resources:

Plan to use sites as recommended in the Resources/Links folders found in the Google classroom Modules.

Grading Criteria and Scale:

Grading Scale:	A = 90 – 100%	B = 80 – 89%	C = 70 – 79%	D = 60 – 69%	F = 0 – 59%
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Note: Grades may be checked in the Learning Management System: Synergy

Course Schedule: The following schedule is subject to change at the instructor's discretion to better accommodate student learning, course outcomes, and course flow. Changes will be announced promptly but may occur without prior notice.

Homework Complete "Chapter Homework" in Google weekly lessons, Apply Yourself: Learning Lab and Google

Classroom work "Test Yourself" in MINDTAP (online learning platform).

Other Mindtap tasks (reality check, flashcards) may be completed for practice but are not required for your homework grade.

NO HOMEWORK WILL BE ACCEPTED AFTER FRIDAY, December 16, 2022

Homework and participation=	30 %	
Chapter Exams=	30 %	
Midterm Exam=	15%	Midterm Exam 150 question multiple choice; covers chapters 1-8.
Final Exam=	25%	Final Exam 150 questions multiple choice; includes review of chapters 1-8. but focuses on chapters 9-18.
TOTAL:	100%	

General Rules and Policies for this Course

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1. Students should feel free to express themselves in a professional and respectful manner. I go by Mr. Mallinger. Please indicate how you would like to be addressed. Inappropriate or disrespectful or disruptive behavior will not be tolerated and may result in a student being withdrawn from the course by the instructor.
2. If you have concerns regarding any course expectations or experiences, please share them with the instructor first. If those issues are not resolved, then consider the “chain of command” to address your concerns.
3. **PLAGIARISM** and other acts of **ACADEMIC DISHONESTY** will not be tolerated. All students are expected to work independently and complete their coursework on their own. Students who submit similar or the same work from the same IP address within a close time frame are in violation of the Honor Code.
 - a. For the **FIRST** violation of academic dishonesty, the student(s) will receive a grade of zero on the assignment and a Behavioral Alert Form will be filed with Student Services. For the second violation, a second Behavioral Alert will be filed, the student will receive a grade of zero for the assignment and will be administratively withdrawn from the course and will be issued a grade of “F” for the course.
4. **POLICY FOR LATE WORK:** All homework is **DUE ON THE DATE AS ASSIGNED**.
5. Emergencies sometimes occur. If you feel that you have experienced an emergency which warrants an extension of the homework deadline, **YOU MUST** contact the instructor and receive approval for that work to be submitted without penalty.
6. No **EXTRA CREDIT** offered for this class.

Course Schedule: The following schedule is subject to change at the instructor’s discretion to better accommodate student learning, course outcomes, and course flow. Changes will be announced promptly but may occur without prior notice.

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Session	Required Reading/ Assignments/ Tests/ Due Dates
Week 1 August 8-12	Read Chapter 1 Exploring the World of Business and Economics (relates to objectives 1.1, 1.2, 1.3, 1.4, 1.5) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due August 12: All Google Classroom Homework, Discussion Questions, Video Case
Week 2 August 15-19	Read Chapter 2 Ethics and Social Responsibility in Business (relates to objectives 1.5, 11.1, 11.2, 11.3, 11.4) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due August 19: All Google Classroom Homework, Discussion Questions, Video Case
Week 3 August 22-26	Read Chapter 3 Global Business (relates to objectives 1.1, 1.2, 1.3, 1.4, 1.5) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due August 26: All Google Classroom Homework, Discussion Questions, Video Case Test: August 26 Part 1 Chapters 1, 2, 3
Week 4 August 29 – September 2	Read Chapter 4 Choosing a Form of Business Ownership (relates to objectives 2.1, 2.2, 2.3, 2.4) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due September 2: All Google Classroom Homework, Discussion Questions, Video Case
Week 5 September 5-9	Read Chapter 5 Small Business, Entrepreneurship, and Franchises (relates to objectives 3.1, 3.2, 3.3, 3.4, 3.5) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due September 9: All Google Classroom Homework, Discussion Questions, Video Case Test: September 9 Part 2 Chapters 4-5
Week 6 September 12-16	Read Chapter 6 Understanding the Management Process (relates to objectives 4.1, 4.2, 4.3, 4.4) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due September 16: All Google Classroom Homework, Discussion Questions, Video Case
Week 7 September 19-23	Read Chapter 7 Creating a Flexible Organization (relates to objectives 5.1, 5.2, 5.3, 5.4) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due September 23: All Google Classroom Homework, Discussion Questions, Video Case
Week 8 September 26-30	Read Chapter 8 Producing Quality Goods and Services (relates to objectives 6.1, 6.2, 6.3, 6.4) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due September 30: All Google Classroom Homework, Discussion Questions, Video Case Test: September 30 Part 3 Chapters 6-8
Week 9 October 3-7	MIDTERM EXAM: October 5-6 Midterm Exam review of Ch 1-8 Anticipate 150 multiple choice questions. TIME LIMIT: 100 minutes. DUE: October 6
Week 10 October 17-21	Read Chapter 9 Attracting and Retaining the Best Employees (relates to objectives 7.1, 7.2) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due October 21: All Google Classroom Homework, Discussion Questions, Video Case
Week 11 October 24-28	Read Chapter 10 Motivating and Satisfying Employees (relates to objective 7.3) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due October 28: All Google Classroom Homework, Discussion Questions, Video Case Test: October 28 Part 4 Chapters 9-10
Week 12 October 31 – November 4	Read Chapter 11 Building Customer Relationships Through Effective Marketing (relates to objectives 8.1, 8.2, 8.3, 8.4) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due November 4: All Google Classroom Homework, Discussion Questions, Video Case
Week 13 November 7-11	Read Chapter 12 Creating and Pricing Products That Satisfy Customers (relates to objectives 9.1, 9.2, 9.3, 9.4) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due November 11: All Google Classroom Homework, Discussion Questions, Video Case
Week 14 November 14-18	Read Chapter 13 Distributing and Promoting Products (relates to objectives 10.1, 10.2, 10.3, 10.4) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due November 18: All Google Classroom Homework, Discussion Questions, Video Case
Week 14 November 21-22	Test: November 22 Part 5 Chapters 11, 12, 13

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Week 15 November 28 – December 2	Read Chapter 14 Exploring Social Media and e-Business (relates to objectives 11.1, 11.2, 11.3, 11.4) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due December 2: All Google Classroom Homework, Discussion Questions, Video Case
Week 16 December 5-9	Read Chapter 15 Using Management and Accounting Information (relates to objectives 12.1, 12.2, 12.3, 12.4, 12.5, 12.6) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due December 9: All Google Classroom Homework, Discussion Questions, Video Case
Week 17 December 12-16	Read Chapter 16 Mastering Financial Management (relates to objectives 12.1, 12.2, 12.3, 12.4, 12.5, 12.6) Complete Google Classroom homework, Complete Discussion Questions, Complete Video Case. Due December 16: All Google Classroom Homework, Discussion Questions, Video Case Test: December 16 Part 6 Chapters 14, 15, 16
Week 18 December 19-22	REVIEW for FINAL EXAM: Review all chapters 1-18 but focus on chapters 9-18. FINAL EXAM: Tuesday, December 20 thru Thursday, December 22 Anticipate 150 multiple choice questions reviewing chapters 1-8 and focus on chapters 9-18. (Relates all objectives for the course) (relates to all Course Competencies and Objectives found in Appendix A which follows this course schedule)

Please visit <https://www.mohave.edu/about/it/> as your primary resource for all needs related to Information Technology (IT), including technical topics, frequently asked questions, and student software services. **MCC Connect** is also available to assist by calling 866-MOHAVE CC (866-664-2832).

HELP IS HERE! The MCC Student Success Center can help you maintain your focus on education. The [Student Success Center](#) helps students turn hassles into tassels with tutoring and support services for navigating life issues (stress, test anxiety, childcare concerns, illness, etc.), Call MCC Connect at (866) 664-2832 to connect with your campus-based Student Success Center or visit <https://www.mohave.edu/resources/> for more information.

Student E-Mail Accounts: MCC uses this email account to send you important information. As a student, it is your responsibility to check this account regularly or forward this email to an account that is checked regularly. For information on how and where to access your MCC student email account, go through the MyMohave portal at <http://mymohave.mohave.edu>.

Disability Services: Mohave Community College (MCC) strives to facilitate appropriate resources, services, and auxiliary aids to allow each qualified person with a documented disability equitable access to educational programs, social experiences, and career opportunities according to the requirements of the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Students may experience conditions or situations, either temporary or ongoing, limiting their access to college events, student life, and educational opportunities. If a student anticipates or experiences physical or academic barriers due to a disability, personal injury, serious illness, pregnancy-related issues, or unexpected life events that individual is encouraged to contact an Academic Advisor to request accommodations. Additional information can be found on the web at <http://www.mohave.edu/resources/disabilityservices>. For inquiries regarding MCC's non-discrimination policy, contact Danette Bristle in the Center for Teaching and Learning, 3400 HWY 95, Bullhead City by phone at (928) 704-9480, or through email at dbristle@mohave.edu.

NOTE: Students who wish to utilize academic accommodations must report their concerns to an academic advisor, not the instructor.

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Title IX Resources: MCC prohibits discrimination on the basis of age, ethnicity, color, disability, gender identity, gender expression, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, and sexual orientation. Furthermore, Title IX prohibits sex discrimination to include sexual misconduct: domestic violence, sexual violence (sexual assault, rape), sexual harassment, and retaliation. For more information visit: <http://www.mohave.edu/about/safety>. Questions or complaints regarding Title IX should be referred to the Title IX Coordinator (included below) or appropriate Dean of Student & Community Engagement.

Danette Bristle (Title IX Coordinator)
Accreditation Liaison/Compliance Officer
3400 Highway 95, Bullhead City, AZ 86442
dbristle@mohave.edu
928-704-9480

NOTE: The Department of Education requires students to receive training in Title IX once a year at their college or university. If you need to take the training, you will be prompted to complete it when logging into the Learning Management System.

Diversity Statement: Mohave Community College is committed to providing equal employment opportunity, educational opportunity, and advancement to individuals without regard to race, color, religion, gender, national origin, age, mental or physical disability, sexual orientation, veteran status, or any other legally protected class in any of its policies, practices, or procedures. Respecting the diversity of life experiences, we seek to celebrate the unique characteristics of all faculty, staff, students and community members. The college shall promote equal opportunity and treatment on a continuing basis.

Code of Conduct: Students are responsible for abiding by the *Student Code of Conduct* located in the *Student Handbook* which can be found at catalog.mohave.edu.

Course Withdrawal Process: It is the student's responsibility to withdraw from a class within the withdrawal period. Ceasing to attend does not constitute a withdrawal. Note that this process takes *four business days*; please plan ahead. Note: When you withdraw from a class:

- You will receive a W with no credit values on your transcript.
- You are not eligible for a refund of tuition or fees.
- If you have received financial aid, you may have to pay back the monies received. You must contact the Bursar's office within seven (7) days to make payment arrangements for any outstanding amount. You will be unable to register for additional classes or receive a transcript until financial arrangements have been made with the Bursar.
- Withdrawing from or being administratively withdrawn from a course may impact VA education benefits.
- Learn more about financial aid implications associated with withdrawing at <https://www.mohave.edu/paying-for-college/financial-aid/policies/withdrawals/>.

Instructions:

1. Contact a Student Services representative who is an expert in Financial Aid to learn how you will be impacted by withdrawing. Call MCC Connect at 866-MOHAVE CC (866-664-2832).
2. Using your MCC student e-mail, email your instructor at their MCC email account that you intend to withdraw from a class.
3. After hearing from your instructor (or after three business days if the instructor does not reply), log in to JICS and complete the withdrawal form. The date the form is submitted will be listed as your last day of attendance.
4. Check your email for a confirmation of the withdrawal. Enrollment Services will send a confirmation of withdrawal to the student, the instructor, and Financial Aid.

Student Rights and Responsibilities: Students are responsible for abiding by College Policies which cover drug-free campus, emergency procedures, infectious disease, campus safety, sexual harassment, smoke-free environment, use of electronic devices, solicitation, visitor expectations, voter registration, and weapons policy. The *Student Handbook* also covers the disruptive student policy and the student honor policy, including academic integrity and plagiarism, copyright compliance, dress code, FERPA information, the grievance process, and how to update personal information. The academic section covers attendance, grading, auditing, incomplete course grades, withdrawals, academic probation and dismissal, withdrawals, and incomplete grade contracts. Students are responsible

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for abiding by the policies governing these topics that can be found in the MCC Catalog at <http://catalog.mohave.edu/>. College Policies are found in the *Student Handbook* as are other policies in the *Students' Rights and Responsibilities* section.

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