

**Pierce College at Joint Base Lewis-McChord
Course Syllabus**

COURSE TITLE: Introduction to Business

ABBREVIATION: BUS& 101

CREDIT HOURS: 5 **INSTRUCTIONAL HOURS:** 50

INSTRUCTOR: Mark Lawlis

INSTRUCTOR INTRODUCTION:

My name is Mark Lawlis and I am your instructor for this course. I was born and raised in Snohomish, Washington and retired from the Air Force in 1997 after serving twenty-one years, including sixteen years stationed overseas. I have conducted business on all continents of the world (with the exception of Antarctica) during my career and supervised personnel in many countries of different cultures. I have been teaching for Pierce College since 1998. My wife and I reside in Tacoma, WA. My academic credentials include:

AA in Logistics Management from the Community College of the Air Force
BA in Political Science from Wright State University, Dayton, Ohio
MA in Human Resource Management from Chapman University, Orange, CA

COMMUNICATIONS: Through the course Inbox.

PRE-REQUISITES: None

CATALOG DESCRIPTION: Basic background in general fields of business. An examination of the nature of for-profit and not-for-profit organizations in a free market economy. An overview of: marketing, management, finance, production, economics, information systems, and international commerce.

REQUIRED TEXT AND MATERIALS:

This course uses Open Educational Resources, meaning all material will be made available to you at no cost. I will provide instructions on accessing the material in the course.

COURSE GUIDANCE:

1. **Online Elements:** Portions of this course will be available online, in Canvas.
2. **Course Expectations:** As a student, you can expect that I will respond to your e-mail within 48 hours and will grade assignments/tests/quizzes within four (4) days. Please contact me immediately if you have not heard from me within these timelines.
3. **Introductions:** You are expected to post a short (one paragraph) introduction to the course Discussions Area during the first week of the course. I have guidelines within the course for the introduction.

4. **Discussions:** This course may have discussions as part of the curriculum. Students may also desire to discuss topics with other students in an unscheduled manner. Your instructor, as part of the course, may publish discussion questions/topics and require your input. Should you desire to hold a discussion with other students enrolled in your course, you may be authorized to create your own discussion topics.
5. **Course Extensions:** are not automatic and must be requested from me. Extensions must be approved and arranged with me. You must complete 25% of the course requirements for an extension to be considered.
6. **Student Responsibilities:** Please remember that it is your responsibility to notify me of major changes in your circumstances (e.g. deployment) that affect your ability to complete all course work within the course timeline.
7. **Plagiarism software** may be in use during your course. If it is determined that plagiarism has occurred, you will receive a failing grade for the applicable assignment(s).
8. **Etiquette** for classroom and online courses is the same. Treat others as you would like to be treated, respectfully and compassionately.
9. **Resources:** If Wikipedia is used as a source, it can only be used once.

STUDENT OUTCOMES: Upon successful completion of this course, you should be able to:

1. Identify different elements that distinguish capitalism, socialism, communism, and mixed economy.
2. Describe the role of competition, government involvement, and culture in a selected country's economic system.
3. Assess elements of the global economy such as labor, capital, trade, natural resources, etc. and develop an action plan that describes how they will compete in this environment.
4. Compare and contrast the functions of production, marketing, human resource, accounting, information, and financial management.
5. Create a strategic plan for a business.
6. Using a variety of information sources, specifically describe the necessity of small business in the free enterprise system.
7. Analyze workplace scenarios identifying/debating ethically and socially responsible/irresponsible behavior.

COURSE REQUIREMENTS: This course consists of:

Eight (8) Module Quizzes worth 20 points each, a How to Get Started quiz worth 5 points and a Course Success quiz worth 10 points. An Introduction is worth 10 points, and five (5) Assignments as explained below. Also, included is one (1) Contact Your Instructor worth 5 points. Additionally, there are three (3) Discussions which are worth twenty (20) points each.

How To Get Started Quiz (1): (5 points) There is a How to Get Started quiz included in this course. The quiz consists of five (5) multiple-choice questions each worth one (1) point each.

Course Success Quiz (1): (10 points) There is a Course Success quiz included in this course. The quiz consists of ten (10) multiple-choice questions each worth one (1) point each.

Introduction: (10 points) Please take a moment to introduce yourself to your fellow classmates. For example, you may want to mention the following in your discussion: Your job, your location, your hobbies, your family and why you enrolled in this course. You will find the Introduction contained in the Discussions tool. You are encouraged to respond to your classmates postings.

Quizzes (8): (160 points) Eight (8) Module quizzes will be given during this course. Each test is worth 20 points of your grade and will consist of 20 multiple choice/true-false questions worth one point each. You will have 120 minutes to complete each test.

- Quiz 1 covers Module 1
- Quiz 2 covers Module 2
- Quiz 3 covers Module 3
- Quiz 4 covers Module 4
- Quiz 5 covers Module 5
- Quiz 6 covers Module 6
- Quiz 7 covers Module 7
- Quiz 8 covers Module 8

Assignments (5): (190 points)

Career and Education Plan (40) Points

Review the [Career And Education Plan](#) page, complete the plan, and submit as directed.

Directions:

1. Review the grading rubric as listed on this page.
2. Review the [Career And Education Plan](#) page.
3. Develop your Career and Education plan.
 - 2-3 typed, double-spaced pages (between 400-600 words), 12 pt font size
 - submitted as either a .doc, .docx, .rtf file
4. Select in the upper right of the page.
5. Submit your plan.

The Best Companies to Work For (50 Points)

Despite stories of bad bosses and demotivating bureaucracy, some companies are able to come up with creative ways to keep employees satisfied. Each year the Great Place to Work Institute ranks America's top employers in the annual "Best Companies to Work For."

Assignment

1. Go to the institute's web site (<http://www.greatplacetowork.com>)
2. List the top five companies for 2011, 2012 and 2013. What companies were consistently in the "Top 10" ... which are new "Top 10" and which "Top 10" fell down the ladder? What could make this happen?
3. Choose one company from the list and use an Internet search to research the company.
 - Summarize the company's background, mission, products, services.
 - Why do you think they made the list while others did NOT?
4. Answer the questions in a 2 to 3-page document using a 12-point font. Turn in your document here, using the "Submit Assignment" button on the right. Do not email your document to the instructor.

Remember, your assignment is not to post the list of companies, but to create that list and use it to select the one company that you will analyze.

Deadlines

Your assignment must be submitted no later than the last day of your course.

Grading

Please review the posted rubric. It will show you how I will evaluate your paper. This is an important component of your grade, so please review the instructions carefully to receive full credit for your work.

Where is the Energy in the Chinese Stock Market (50 Points)

In 2011 [Forbes magazine reported \(Links to an external site.\)](#) Warren Buffett to be the third-richest man in the world. As CEO of Berkshire Hathaway, a holding company with large stakes in a broad portfolio of investments, Buffett spends a lot of his time looking for companies with promising futures. His time has been quite well spent: the market price of a share in Berkshire Hathaway now tops \$115,000—up from \$16 a share in 1964.

Assignment

In 2002 and 2003, Berkshire Hathaway paid \$488 million for two million shares in PetroChina, an energy firm 90 percent owned by the Chinese government. In 2007, he sold the stock for \$4 billion, realizing an incredible more than 700 percent gain. To evaluate Buffett's thinking in buying and then selling stock in PetroChina, you'll need to do some research.

1. Find out something about the company by going to <http://www.petrochina.com.cn/ptr> and linking to the English version of the PetroChina Web site. Explore the sections "About PetroChina" and "Investor Relations." Look for answers to the following questions:
 - What does the company do? What products and services does it provide? How does it distribute its products?
 - On which stock exchanges are its shares sold?
2. Learn about the company's financial performance, go to <http://finance.yahoo.com> to link to the Finance section of the Yahoo.com Web site. Enter the company's stock symbol—PTR—and review the information provided on the site. To see what analysts think of the stock, for example, click on "Analyst Opinion." To gain insight into why Buffett sold his stock and whether it was a good or a bad move, read these articles: "[Should We Buy the PetroChina Stock Warren Buffett Sold? \(Links to an external site.\)](#)" and "[Buffett's PetroChina Sale: Fiscal or Social Move. \(Links to an external site.\)](#)"
3. Answer the following questions:
 - What do analysts think of the stock?
 - Should Buffett have bought the stock in PetroChina? Was it a good decision at the time? Why or why not?
 - Should Buffett have sold his stock in the company? Why do you think he sold the stock? Was it a good decision at the time? Why or why not?
 - If you personally had \$50,000 to invest, how likely is it that you'd buy stock in PetroChina? What factors would you consider in making your decision?
4. To learn more about the pros and cons of buying stock in Chinese companies, read the article "[Nice Place to Visit \(Links to an external site.\)](#)." Answer these final questions:
 - What are the advantages of investing in the stock of Chinese companies? What are the disadvantages?

- In your opinion, should the average investor put money in Chinese stock? Why, or why not?
5. Compose a document that is no more than 2 single-spaced pages using a 12-point Courier or Arial font that includes your answers to the sections questions included in topics 3 and 4 above. You should submit the assignment here using the "Submit Assignment" button on the right, and NOT email it to your instructor.

Deadlines

Your assignment must be submitted no later than the last day of your course.

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The Product Liability Debate (25 Points)

1. Read the article "[Who Should Pay? The Product Liability Debate \(Links to an external site.\)](#)," by Claire Andre and Manuel Velasquez, which provides the pros and cons of the current product liability legal environment.
2. Answer the questions:
 - Should consumers bear more responsibility for product injuries?
 - Should drug manufacturers bear more responsibility?
 - Is the current product-liability legal system broken? Why, or why not? If you believe it is broken, how would you fix it?
3. Submit a written response to these questions that is approximately 2 pages long with no more than 12 pt font with standard margins. Please make sure to upload your submission as a Word document or Adobe pdf file.

Deadlines

Your assignment must be submitted no later than the end of the course.

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Nike and the Honduran Worker (25 Points)

Was Nike Responsible for Compensating Honduran Factory Workers?

Honduras is an impoverished country in which 70% of its residents live in poverty. Jobs are scarce, particularly those that pay decent wages along with benefits, such as health care. It is not surprising then that workers at two Honduran factories making products for U.S. companies, including Nike, were extremely upset when their factories closed down and they lost their jobs. Even worse, the owners of the factories refused to pay the 1,800 workers \$2 million in severance pay and other benefits due to them by law. Although

factory owners had been paid in full by Nike for the apparel they produced, the workers argued that Nike should also be responsible for paying the \$2 million in severance that the factory owners had not received.

Nike's original response was to sympathize with the workers but refuse to pay the workers the severance pay they had not received from the factory owners. This stance did not sit well with student groups around the country who rallied in support of the unpaid workers. In the end Nike gave in to pressure from the students and paid \$1.5 million to a relief fund for the employees. In addition, the company said it would provide vocational training and health coverage for the unemployed workers.

Assignment

Review several sources to better understand the actions of Nike, the factory owners, the workers and the student activists. You may use the materials below or do your own search for resources.

- [Nike Press Release: Nike Statement Regarding Vision Tex and Hugger \(Links to an external site.\)](#) (April 20, 2010)
- [Working in These Times: Honduran Workers Speak Out Against Nike's Labor Violations \(Links to an external site.\)](#) (April 21, 2010)
- [New York Times: Pressured, Nike to Help Workers in Honduras \(Links to an external site.\)](#) (July 26, 2010)
- [Time Magazine: Just Pay It: Nike Creates Fund for Honduran Workers \(Links to an external site.\)](#) (July 27, 2010)
- [Nike Press Release: Nike and CGT Statement \(Links to an external site.\)](#) (July 26, 2010)

This is a written assignment, in which you will answer the following questions:

1. Do you think Nike was responsible for compensating the workers in Honduras? Why did it change its stance?
2. Did the students, universities, and workers themselves have all of the information they needed before becoming involved in the protest? Are their facts accurate?
3. Should students be activists? Do companies such as Nike ignore them at their own peril?

Deadlines

Your assignment must be submitted no later than by the end of the course.

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If Wikipedia is used as a source, it can only be used once. Grading of your papers will be based on thoroughness of topical coverage, readability, and demonstration of your ability to summarize the topic. Please review the Rubric associated with your paper. You can upload your assignment using the **ASSIGNMENTS TOOL**.

DISCUSSIONS: (3) (60 Points)

The China Price (20 Points)

According to business journalists Pete Engardio and Dexter Roberts, the scariest three words that a U.S. manufacturer can hear these days are *the China price*. What is The China Price? "In general, it means 30% to 50% less than what you can possibly make something for in the U.S. In the worst cases, it means below your cost of materials. Makers of apparel, footwear, electric appliances, and plastics products, which have been shutting U.S. factories for decades, know well the futility of trying to match the China price. It has been a big factor in the loss of 2.7 million manufacturing jobs since 2000. Meanwhile, America's deficit with China keeps soaring to new records.

Assignment

1. **Go to the Internet and research "The China Price."** Once you've done your research, you should be able to explain the paradoxical effect of U.S.-Chinese business relationships. Specifically, these relationships can hurt American companies and workers while helping American companies and consumers.
2. **Prepare two lists.** Create a list of the top five positive outcomes and a list of the top five negative outcomes of recent Chinese business expansion for U.S. businesses, workers, and consumers. You will not share this, but it is important pre-work to create your discussion post.
3. **Create a discussion post of 150 - 200 words.** Considering your list of the pros and cons of China's emergence as a global business competitor. Share your thoughts and conclusion based on the following questions:
 - Considered on balance, has China's business expansion helped or harmed U.S. companies, workers, and consumers? Justify your answers.
 - What will happen to U.S. companies, workers, and consumers in the future if China continues to grow as a global business competitor?
 - How should U.S. companies respond to the threats posed by Chinese competitors in their markets?
4. **Write a 50 - 100 word response to one classmate.** Try to find a posting that includes a perspective that is different from yours. Consider that perspective and compose a respectful response.

Remember, your assignment is NOT to post your list, but to post a thoughtful answer to the three questions that is informed by your research and preparation.

Deadlines

There are two deadlines for this assignment.

1. The initial post of 150 - 200 words must be completed by the last day of your course.
2. The 50 - 100 word response to the posts of one classmate must be completed by the last day of your course.

Grading

Please review the discussion board rubric posted. It will show you how I will evaluate your postings. This is an important component of your grade, so please review the instructions carefully to receive full credit for your work.

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Old Spice Marketing Efforts (20 Points)

One of the most successful social media marketing campaigns was for Old Spice. Procter & Gamble enlisted former NFL wide receiver Isaiah Mustafa to star in a number of videos pointing out to women that their men could be as fantastic as he is if only they wore Old Spice aftershave.

Assignment

1. **Read the following article:** Brenna Ehrlich, "[The Old Spice Social Media Campaign by the Numbers, Mashable Business \(Links to an external site.\)](#)," *Mashable*, July 15, 2010
2. View the following videos: Samuel Axon, "[Top 10 Funniest Old Spice Guy Videos \(Links to an external site.\)](#)," *Mashable Business*, (accessed October 27, 2011).
3. **Answer and discuss** the following questions.
4. **Write a discussion post** of 150 - 200 words that contains the following information:
 - Describe the campaign and identify the goal of the campaign.
 - How was this campaign different from anything done in the past?
 - Did you like the videos? Why or why not?
 - Would you buy Old Spice products? Why or why not?
5. **Write a 50 - 100 word response to two classmates**

Deadlines

There are two deadlines for this assignment.

1. The initial post of 150 - 200 words must be completed by the last day of your course.
2. The 50 - 100 word response to the posts of two classmates must be completed by the last day of your course.

Grading

Please review the discussion board rubric posted. It will show you how I will evaluate your postings. This is an important component of your grade, so please review the instructions carefully to receive full credit for your work.

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Are Cyber Threats a New Norm (20 Points)

Reports of attacks on computer networks have steadily increased in the past 5 years. From crashing competitor's websites by flooding them with Spam to interrupting banking transaction, every week it appears that somewhere in the world our "Cyber World" is under attack.

You should have watched the video featuring Shawn Henry, the FBI's Top Cyber Official and gained insight into the challenges and issues that this type of attack raises for individuals, governments and businesses.

Assignment

Your discussion forum for this Module involves recent instances of Cyber Attacks against business and the implications for those businesses, their customers and the economy in general. In order to complete this assignment you will need to do the following:

1. Watch the video featuring Shawn Henry of the FBI.
2. Go to the Internet and search for a recent (within 12 months) instance of a Cyber Attack that affected a business's daily operations. You may want to focus your search on the news agencies sites (CNN, BBC, MSNBC). You are not limited to where you search, just be sure that you are using a credible news source.
3. Create a posting of 150 - 200 words in which you:
 - **Describe** the event/attack that you selected as a result of your research
 - Who was the **target** of the cyber attack? If possible, who was found to be **responsible**?
 - What were the results or **consequences** of the attack?

- ***Is this an issue that concerns you, and what (if anything) can be done to increase security without limiting people's access to the Internet and technology?***
- Include a link to your source. You can simply "copy" and then "paste" the address from your browser for this part of the requirement.
- Create a response of 50 - 100 words to the postings of two of your classmates.

Deadlines

There are two deadlines for this assignment.

1. The initial post of 150 - 200 words must be completed by the end of the course.
2. The 50 - 100 word response to the posts of two classmates must be completed by the end of the course.

Grading

Please review the discussion board rubric posted. It will show you how I will evaluate your postings. This is an important component of your grade, so please review the instructions carefully to receive full credit for your work.

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GRADING: Each assignment and assessment will be given a specific point value. The earned value of all possible points will determine grade, per Pierce College published policy:

WEIGHT OF ASSIGNMENTS/ASSESSMENTS:

Category		# per module	# per course	Value
Introduction	(10 pts each)		1	10 pts
Contact Your Instructor	(5 pts each)		1	5 pts
How To Get Started	(5 pts. each)		1	5 pts
Course Success Quiz	(10 pts. each)		1	10 pts
Assignments	(varies)		5	190 pts
Quizzes	(20 pts. each)	1	8	160 pts
Discussions	(20 pts. each)		3	<u>60 pts</u>
Total				440 pts

Multiple your total points by .1 to calculate your %.

GRADE SCALE: See <http://www.pierce.ctc.edu/about/policy/grading> for District Grading Policy)

<u>Grade Point</u>	<u>Letter Grade</u>	<u>%</u>	<u>Grade Point</u>	<u>Letter Grade</u>	<u>%</u>
4.0 - 3.9	A	100 -- 97%	2.1 – 1.9	C	76 – 74%
3.8 - 3.5	A-	96 – 90%	1.8 – 1.5	C-	73 – 70%
3.4 – 3.2	B+	89 – 87%	1.4 – 1.2	D+	69 – 65%
3.1 – 2.9	B	86 – 84%	1.1 – 1.0	D	64 -- 60%
2.8 – 2.5	B-	83 – 80%	0	F	<59%
2.4 – 2.2	C+	79 – 77%	**	**	**

COURSE SCHEDULE:

	Module	Material	Requirements	Outcomes*
Week 1	Module 1	Read Module Material	Post an Introduction, Complete Contact your Instructor, How to Get Started, and Course Success.	1, 3, 7
Week 2	Module 2	Read Module Material	Begin your Career and Education Plan, take the Foundations of Business quiz.	1, 2, 3, 5
Week 3	Module 3	Read Module Material	Complete the China Price Discussion and take the Business in a Global Environment quiz.	3, 5, 6
Week 4	Module 4	Read Module Material	Complete the Best Companies to Work For Assignment and take the Teamwork and Communications quiz.	3, 4, 6
Week	Module 5		Complete the Old	3, 4

5		Read Module Material	Spice Marketing Efforts Discussion and take the Marketing and Providing Value to Customers quiz.	
Week 6	Module 6	Read Module Material	Complete Where's the Energy in the China Stock Market? assignment and take the Managing Financial Resources quiz.	1, 2, 3, 5
Week 7	Module 7	Read Module Material	Complete the Product Liability Debate assignment.	1, 3, 6
Week 8	Module 7	Read Module Material	Take The Legal and Regulatory Environment of Business quiz.	4
Week 9	Module 8	Read Module Material	Complete the Nike and Honduran Worker assignment and take the Business Ethics and Social Responsibility quiz. Complete the Are Cyber Threats a New Norm? Discussion, take the Managing Information and Technology quiz, and Submit Course Evaluation (optional)	1, 2, 3, 4

* **Note:** Outcomes are listed in the area entitled “STUDENT OUTCOMES,” above.

CONSENT AGREEMENT:

A Pierce College course requires frequent interaction with your instructor. It is, therefore, essential that you agree to the conditions set forth in the course syllabus. After you have read the course syllabus, let us know (do not wait) if you do not agree with the course conditions and requirements. If we do not hear from you within three (3) days from the start of the course, we will assume you agree with the conditions set forth in this syllabus.

POLICIES AND PROCEDURES:

Pierce College Military Program Policies and Procedures are located at <http://www.pierce.ctc.edu/military/canvas/Policies/index.html>, or on the Policies and Procedures menu item in Canvas.