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## ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

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## Programmatic Student Learning Outcomes/Mission

The **Liberal Arts** program prepares graduates who will connect their lives as artists to a world of constant change with an historically informed and global perspective. Through the Liberal Arts curriculum, students receive the breadth of learning that forges links between reflective thought, creative endeavor, and ethical practice. Courses in the humanities, social sciences and sciences provide a foundation of creativity, an appreciation of other cultures and ways of living, communication skills, information literacy, and a love of learning. The Liberal Arts aims to create graduates who will thrive in their personal and professional lives.

Upon Completion of Liberal Arts, students should be able to:

- Assess themselves as individuals and global citizens (Visual Literacy, Global, Ethics, Problem Solver)
  - Evaluate history and the arts (Adept, Visual Literacy, Global)
  - Produce imaginative and innovative work. (Adept, Problem Solver)
  - Evaluate ideas critically to formulate their own conclusions.
  - Generate written work across various contexts (Problem Solver)
  - Create prepared, purposeful oral presentations (Problem Solver)
  - Apply quantitative reasoning to solve problems in practical situations (Adept, Problem Solver)
  - Develop a habit of reflection on prior learning to enhance their knowledge throughout their lifetimes (Ethics)
  - Analyze information and sources critically (Problem Solver)
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**Course Title** Introduction to Business

**Course Code** BUS101

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**Credit Hours** 3 Semester Credit Hours

**Contact Hours** 3 Hours

**Prerequisites** MAT101

**Course Type** Lecture

**Instructor** Toni Johnson, 805-585-8041

**Email** TJohnson@brooks.edu

**Term Start/End Date** September 8<sup>th</sup> through December 18<sup>th</sup>, 2015

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# Course Syllabus

## Course Description

This is the foundational course for the business module. The course introduces students to the functional areas of business, such as accounting, finance, marketing, and management. Students will have the opportunity to learn about the forms of business organization, small business ownership, and operating in global economy. Particular attention is given to the importance of planning and the critical components of business plans, including selecting the appropriate business form, analysis of potential markets, the assessment of start-up costs and income projection.

## Learning Objectives

Upon completion of this course, the student should be able to:

- Define a business model
  - Identify basic business principles
  - Formulate a vision statement and a mission statement
  - Calculate income based on sales forecasting
  - Analyze potential markets where there is a competitive advantage
  - Estimate business start-up costs
  - Define perceived quality, retained earnings and cash management in relation to a potential business entity
  - Create a complete business plan
  - Identify potential funding sources for a proposed business entity
  - Compare advantages and disadvantages of various forms of legal ownership
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## Required Textbook(s)

Allen, Kathleen R. Growing and Managing a Small Business: an entrepreneurial perspective. 2<sup>nd</sup> ed. New York: Houghton, Mifflin, 2007. ISBN: 0618705090.

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## Course Outline

- Week 1:** Entrepreneurship and Small Business Management (Chap 1)  
Entrepreneurial Strategies & Business Ethics (Chap 2)
- Week 2:** Starting a Business (Chap 3)
- Week 3:** Starting a Business (Chap 3)
- Week 4:** Business Plan Part I: Developing the Business Plan (Chap 8)
- Week 5:** Business Plan Part II: Developing the Business Plan (Chap 8)
- Week 6:** Creating a Management Team (Chap 9)
- Week 7:** Marketing (Chap 11 & Chap 13) and Midterm Exam
- Week 8:** Human Resources (Chap 10)
- Week 9:** Cash Planning & Start up Financing (Chap 16)
- Week 10:** Financing Growth (Chap 18)
- Week 11:** Reviewing existing businesses
- Week 12:** Managing and Evaluating Business Performance (Chap 17)
- Week 13:** Reviewing existing businesses
- Week 14:** Business Plan Due; Course review
- Week 15:** Final exam

# Course Syllabus

## Homework:

Homework is due on the due date as specified in Moodle. Homework that is submitted after the due date will receive half credit. Late homework is only accepted for two weeks (14 days) following the due date. Homework will not be accepted after the two weeks have lapsed.

## Exams:

It is the purpose of the instructor to adhere to the syllabus outline. Exam dates are stated in advance. If an exam date is changed, the students will be notified prior to the exam date. If a student misses an exam this will result in a grade of zero (0) for that exam. If a student must miss an exam, it is the student's responsibility to communicate prior to the exam and arrange to make up the exam. If prior arrangements are not made and an exam is missed proper written documentation, i.e. doctor's note, police report, etc. will be required to make up the exam.

## Business Plan Project:

This is a group project where each student will be a part of a group and create a business plan for a business of their choosing. There will be more information to follow in class. Each group will produce a paper as well as a power point presentation to present to the entire class of their work.

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## GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student's overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student's grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

Grade Weighting	
	Percentage
Participation	15
Homework	20
Midterm Exam	15
Tests/Quizzes	10
Final Project	25
Final Exam	15
<b>Total</b>	<b>100</b>

Grading Scales		
Percent	Letter	Numeric
93–100	A	4.00
90–92	A-	3.70
87–89	B+	3.30
83-86	B	3.00
80–82	B-	2.70
77–79	C+	2.30
73–76	C	2.00
70–72	C-	1.70
67–69	D+	1.30
63–66	D	1.00
0–62	F	0.00

# Course Syllabus

## DEFINITIONS OF CRITERIA USED IN GRADING

Outstanding = A	Outstanding work, showing insight and demonstrating excellence and innovation. Work goes well beyond what is required.
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft.
Good = B, B-	Competent work, clear understanding, often showing creativity and above average use of skills.
Satisfactory = C+,	Adequate understanding, inconsistent demonstration of skills, some elements missing or inconsistent participation.
Unsatisfactory =	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated.

## ATTENDANCE POLICY

Faculty takes attendance for each class period and posts it to the student's record through the campus management system. Upon reaching three unexcused absences, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the fourth one. Students may review their attendance through the Student Portal under each course the student is enrolled in. Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance.

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## Academic Integrity

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else's work as one's own work including images and motion clips. Using work previously submitted for another purpose, without the instructor's permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws is prohibited.
- **Plagiarism** – Submitting as one's own work, in whole or in part, words, ideas, art, designs, text, drawings, images, motion clips, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source.
- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.

# Course Syllabus

- **Falsification or Alteration of Records and Official Documents** -- The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulations or to exempt from compliance.
- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization’s standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:
  - Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.
  - Brooks Institute will only use legally acquired software on our computers.
  - Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.
  - Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.
- **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students the use of electronic devices in the classroom is dictated by the instructor.

# Course Syllabus

## CREDIT ASCRIPTION ADDENDUM

**BUS101 Introduction to Business - 3 semester credit hours**

**Type: Lecture**

**Credit Ascription- The amount of hours spent outside of class and assignment alignment with Course Learning Objectives**

Course Learning Objectives:

1. Define a business model
2. Identify basic business principles
3. Formulate a vision statement and a mission statement
4. Calculate income based on sales forecasting
5. Analyze potential markets where there is a competitive advantage
6. Estimate business start-up costs
7. Define perceived quality, retained earnings and cash management in relation to a potential business entity

The following indicates the **minimum** number of hours per assignment:

	<b>Assignment Title</b>	<b>Homework Hours</b>	<b>Assignment Objectives</b>
<b>Week 1</b>	The Business Environment	2	1
<b>Week 2</b>	Business Trends	2	1,2
<b>Week 3</b>	Types of Business, Business Management	3	1,2
<b>Week 4</b>	Phase 1 & 2 Business Plan	10	3,6
<b>Week 5</b>	Phase 1 & 2 Business Plan	10	3,6
<b>Week 6</b>	Marketing	5	5
<b>Week 7</b>	Human Resources	3	2,6
<b>Week 8</b>	Phase 3 & 4 Business Plan	10	5,7
<b>Week 9</b>	Phase 3 & 4 Business Plan	10	5,7
<b>Week 10</b>	Business Strategy	2	5
<b>Week 11</b>	Accounting	3	4,6,7
<b>Week 12</b>	Investment	3	7
<b>Week 13</b>	Phase 5 Business Plan	15	7,6,4
<b>Week 14</b>	Final Exam and Business Plan	15	1,2,3,4,5,6,7
<b>Total</b>		93	