



**BA 101 Introduction to Business**  
**4 Credits**  
**College Now/CTE**  
**Student Outcomes Checklist**  
[cocc.edu/departments/college-now](http://cocc.edu/departments/college-now)

Student's Name \_\_\_\_\_

Student's Signature \_\_\_\_\_ Completion Date \_\_\_\_\_

High School Teacher's Signature \_\_\_\_\_

Recommended Letter Grade \_\_\_\_\_ High School \_\_\_\_\_

COCC Review Instructor's Signature \_\_\_\_\_

**COURSE DESCRIPTION:** In this course you will learn about the many exciting and challenging facets of business and its dynamic role in today's environment. You will gain a working knowledge of the components of business which includes discussion on management, marketing and finance. During this course you will be introduced to topics which are covered in greater depth in higher level business courses. You are encouraged to use this course to explore the breadth of business topics offered in the Business Administration degrees and identify specific areas of interest or specialization.

**INSTRUCTIONS:** To receive credit toward a Business certificate or degree, a student must earn a grade of C or higher from the exams, the group assignments, chapter homework and peer evaluations. Tests may NOT be retaken to achieve a higher score. It is recommended that students complete the assigned readings as well as review key terms, questions and exercises at the end of each chapter. Any instruction related issues, contact Vaughan Briggs, COCC Business Instructor, at [vbriggs@cocc.edu](mailto:vbriggs@cocc.edu) or 541-504-2981.

**REQUIRED TRAINING SESSION:** A half day training session is required to familiarize high school teachers with the course outcomes, curriculum, and tools used by COCC for BA 101 Intro to Business.

**REQUIRED TEXTBOOK:** *BUSN*<sup>10</sup>, Kelly and Williams, Cengage Learning, ISBN: 978-1-337-11669-5. This textbook may be updated from time to time based upon the needs of COCC. Please refer to the Blackboard course site for the most current syllabus and text.

**REQUIRED ONLINE ACCESS:** The publisher of the textbook, Cengage Learning, is willing to provide free textbooks for those students articulating BA 101 through COCC. However, the publisher requires that all students have an online account and use the web based tools to promote learning of the text materials.

**BA 101 INSTRUCTOR BLACKBOARD SITE:** Please refer to the Blackboard course set up for College Now BA 101 instructors which includes everything the instructor needs to teach the course including syllabus template, course schedule, exams, assignments, PowerPoint lectures, team presentation guidelines, rubrics and much more.

**EXAMS:** To request copies of the exams and answer keys, high school teachers should refer to the Blackboard course.

**GRADING:** A, A-, B+, B, B-, C+, C, D, F.

See [College Now Grading Policy](#).

**GRADING SCALE:**

A = 93 – 100%

B = 83 – 86%

C = 73 - 76%

A- = 90 – 92%

B- = 80 – 82%

D = 65 - 72%

B+ = 87 – 89%

C+ = 77 – 79%

F = 64% and below

<u>Item</u>	<u>Weight</u>	<u>Score</u>	<u>Total</u>
<i>Individual Work - 50%</i>			
Exams	40%		
Cengage Online			
Homework	10%		
 <i>Group Work - 50%</i>			
Sector Analysis	10%		
Financial Analysis	10%		
Marketing Analysis	10%		
Summary Presentation	10%		
Peer Review	10%		
Final Score	100%		

Letter Grade

**See BA 101 grade calculator (Excel) on College Now website:**

[cocc.edu/departments/college-now/course-outcomes/files/college-now-ba-101-grade-calculator.xlsx](http://cocc.edu/departments/college-now/course-outcomes/files/college-now-ba-101-grade-calculator.xlsx)

**COURSE OUTCOMES:** The high school teacher will send the following documents to: College Now Office, Central Oregon Community College, 2600 NW College Way, Bend, OR 97703.

1. A completed and signed copy of the Student Outcomes Checklist pages 1 and 2.
2. A copy of the graded exams, or grade answer sheet, for each student.
3. A copy of the four group assignments for each student.
4. A copy of the student's chapter homework scores.
5. A copy of the peer reviews.
6. A completed and signed final grade roster for the course.

### **Learning Outcomes: BA 101 Introduction to Business**

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In addition to gaining an understanding of the business principles described in your text and presented during the course, you will practice and develop a number of skills critical to managing a business career, including:

- Logical thinking and decision making
- Self-Management
- Effective communications
- Analytical skills
- Team building and working effectively with others
- Presentation skills

After the completion of this course, the student will be able to do the following:

1. Distinguish between different types of legal forms of business, required resources for each type of business and typical managerial careers.
2. Describe the nature of the economic system of the United States.
3. Describe product planning, purchasing, and production control.
4. Explain the nature of human resource management; the role and function of recruiting, hiring, termination, training, benefits; and the nature of management-labor relations.
5. Illustrate how to market, distribute, and promote products both domestically and internationally.
6. Understand the different forms of short-term and long-term financing.
7. Explain the use of money and the nature of the banking system.
8. Describe how securities markets work.
9. Understand the control process used to manage a business.
10. Obtain a cursory understanding of the accounting cycle and financial statements.
11. Explain how statistics and computers are used for data processing.
12. Understand the role business law and government regulations in operating a business.
13. Describe Entrepreneurship and franchising.

## BA 101 Course Topic Outline

You may present the content of the text in any order you wish to meet the needs of your students. The following chapters of the text are required:

- Chapter 1. Business Now: Change is Constant
- Chapter 2. Economics: The Framework for Business.
- Chapter 3. The World Marketplace: Business without Borders.
- Chapter 5: Business Communications: Creating and Delivering Messages that Matter.
- Chapter 6. Business Formation: Choosing the form that Fits.
- Chapter 7. Entrepreneurship Small Business: Economic Rocket Fuel
- Chapter 8. Accounting: Decision Making by the Numbers.
- Chapter 9. Finance: Acquiring & Using Funds to Maximize Value.
- Chapter 10. Financial Markets: Allocating Financial Resources.
- Chapter 11. Marketing: Building Profitable Customer Connections.
- Chapter 12. Product and Promotion: Creating & Communicating Value.
- Chapter 13: Distribution and Pricing: Right Product, Place, and Price.

The following chapters are optional:

- Chapter 4. Business Ethics and Social Responsibility: Doing well by doing good.
- Chapter 16: Managing Information and Technology: Finding new ways to learn and link.
- Chapter 17: Operations Management: Putting it all together.

Please contact Vaughan Briggs, or the Business Department Administrative Assistant, with any questions.

### Group Assignments:

Please refer to the Blackboard site for the most current instructions, examples, and rubrics for the group assignments.

## Group Assignment I

### Sector Analysis

### BACKGROUND

A big component of this assignment is for you to gain familiarity with a couple of online tools available through the library on campus. *These are subscription databases that you may or may not be able to access these tools off campus.*

### IBISWorld

This database is accessed by clicking on the Libraries Services link across the ribbon on COCC's opening web page. Click on Research Tools/Resources by Subject/Business, Aviation, and Hospitality. Then scroll down the list until you see the link for IBISWorld.

## **RMA Annual Statement Studies/eStatement Studies**

Same as above, this database is accessed by clicking on the Libraries Services link across the ribbon on COCC's opening web page. Click on Research Tools/Resources by Subject/Business, Aviation, and Hospitality. Then scroll down the list until you see the link for RMA Annual Statement Studies/eStatement Studies.

## **ASSIGNMENT**

### **Part I: Best and Worst Performing Sectors in our Economy.**

Using the Bureau of Labor Statistics website and the RMA Annual Statement Studies database through the library, answer the following questions in a table format:

1. What economic sectors (industries) are forecast to be the five fastest growing in America by employment?
2. What are the five industries in America that are forecast to lose the most jobs?
3. What five industries have the highest pre-tax profit margin in North America?
  - a. Use the "Advanced Search Options" at the bottom of the page. Choose the most current year for Publication Year, "National" for Region, "Assets: Any Size" for Range, and "profit before taxes" for data. In the "From" and "To" boxes you'll need to supply an estimate. Start at 0 – 10 and keeping increasing until you have five industries to report
4. What are the five industries that are losing the most money in North America?
  - a. Use the same method as above, except now your range will need to be negative numbers to reflect a net loss.
5. Include your data source for each table per the example.

### **Part II: Sector Analysis**

Next, choose any company that is publicly traded on the NASDAQ or New York Stock Exchange. How can you tell if it is publicly traded? Google your company's name and "ticker." If your search results give you a one to four character code (ticker symbol) along with an exchange, it is publicly traded. Next, determine its NAICS code by searching by your company's name along with "NAICS code." For instance, I chose NAICS 541810 Advertising Agencies. It has at least one public company: Omnicom Group, Inc. Its ticker symbol is OMC and is listed on the New York Stock Exchange.

Once you have your sector code and company, write a two - three page, double spaced paper summarizing your industry. The paper should include:

1. The name of your company, its ticker symbol, and NAICS code
2. Past five-year revenue growth.
3. Next five-year revenue growth.
4. An explanation for the growth, or lack of it.
5. Employment growth
6. Major players in the industry and their market share.
7. Profit before tax as a percentage of revenue per IBIS World and RMA.
  - For IBIS World, divide "industry profits" by "Industry Revenue" to determine the profit before tax as a percentage of revenue. Compare to "Net Profit Before Tax" in the RMA database.

8. Do the two numbers agree from question seven agree? If not, why do they differ? Please be as thorough and thoughtful with your answer as possible.

## Group Assignment II

### Financial Analysis

1. Create a chart listing key financial ratios for your company, a publicly traded competitor, and the industry average. To find the ratios, google “financial ratios (company name).” The P/E ratio may be found the same way. The industry average may be found on your finance site, or by using the RMA Annual Statement site from assignment I. Please list your data sources at the bottom of the chart, and remember to include the full names of all group members and the course CRN.

For each ratio, indicate which company has the better individual ratio (either bold or highlight the better number). Note: the “better” number might not be the largest number... it depends on the ratio.

**For revenue and net income, indicate whether that number improved or deteriorated from the prior year** using directional arrows or the words UP, DOWN, FLAT... (if Sales are going up for the past two years, use an up arrow, if they are basically flat, use a flat arrow, etc.).

Ratio	Company Name	Competitor	Industry Average
Current Ratio			
Debt/Equity Ratio			
Inventory Turnover			
	<b>Last year/This Year</b>	<b>Last year/This Year</b>	
Revenue (Sales)			N/A
Net Income			N/A
Net Income Growth			
Net Income/Revenue			
P/E Ratio			N/A

Sources: Google Finance and RMA Annual Statement Studies.

2. Download a chart of the stock price of your company for the past five years from one of the finance sites on the web. You must include the S&P 500 index (INX) and the stock of one of your competitors **on the same chart**. Comment on your company’s performance verses its competitor and the S&P.
3. Write a **summary paragraph** which states which company is in the better overall financial position and support your answer with data from your analysis. In other words, explain why one company is in better shape than the other. This may be found by reviewing write-ups on the company’s last earnings report on the financial site you have chosen. Compare net income growth to the P/E. Are they about the same? Also, compare both your company and its competitor to the industry average. Are these companies performing better or worse than the average? Remember to look at all ratios and trends... **you cannot draw a conclusion about the financial health of a company by looking at one ratio in isolation.**

# Group Assignment III

## Marketing Analysis

### 1. **Target Market and Market Share**

Using the publicly traded company from your last group assignment, describe *the target market* for your company's primary products/services. *Remember, "Everybody" is not a target market.*

- a. How does your company segment the market (demographic, geographic, psychographic variables – or some combo)?
- b. What is the **market share** in the industry per assignment 1?

### 2. **Describe the Marketing Mix (4 Ps) for your Company – Product, Price, Place, Promotion.** Use the company's 10K as source for your data – *I will use the 10K as I grade your assignment.* The 10K may be found by a simple search, or by going directly to the SEC's EDGAR database.

Write a paragraph for each element of the marketing mix:

- a. **Products/services.** Describe the width and depth of the product mix. Include product lines and brands if appropriate. Please also list the market shares of each company (you completed this in assignment I).
- b. **Pricing strategies.** Is your company competing on the basis of price or by differentiating its products? Is this a luxury brand?
- c. **Place (distribution).** Describe a few strategies they use. This is not just about the number of stores or countries they are in. What are the many ways the product/service gets to the end consumer?
- d. **Promotion mix.** Include examples for *each* of the four elements in the promotion mix:
  - i. Advertising
  - ii. Personal selling
  - iii. Sales promotions
  - iv. Public relations/publicity

# Group Assignment IV

## Instructions

For each topic listed below your group needs to prepare at least one slide describing your company in relation to the topic.

### Topic 1: Industry Background

Using the data from assignment I, list your NAICS code and description, and tell us about your industry:

- What is the past five-year revenue growth?
- What is the projected five-year revenue growth?
- Explain the growth, or lack of it.
- Who are the major players in the industry and their market share?
- Employment growth

**Topic 2: Company name, ticker, and brief history**

Self explanatory – one slide will cover this.

**Topic 3: Target market, market share, and 4 Ps summary**

Review the instructions for your marketing analysis. Briefly describe the company's target market, the number of products and brands that it sells, its pricing strategy, advertising, and distribution strategies. Three slides minimum.

**Topic 4: List & describe competitors; what is the competitive advantage?**

One slide. Use information compiled from previous three analysis assignments.

**Topic 5: Ratios for Co. and competitor. Sales/profits trend. Financial health**

Straight from your first analysis assignment – one slide.

**Topic 6: Stock chart with one competitor and one index; comments**

Use the chart from your first analysis of the 5 year history of your company's stock performance. Both your competitor's stock and the S&P Index (INX ticker) need to be included on the chart. Comment.

**Topic 7: SWOT analysis**

Summary chart using the text and PowerPoint slides as a guide.

**Topic 8: Would you want to work for this company? Why/why not?**

One slide describing the pros and cons of working for this company and if you would accept employment from them.

***Note that the entire team will receive the same grade for the presentation and to earn a grade, you must be present and participate in the presentation.***

For those schools where student teams are not possible, a single report covering the above criteria is possible. Please contact Vaughan Briggs at 541.504.2981 or email [vbriggs@cocc.edu](mailto:vbriggs@cocc.edu)