



## BADM 101 Introduction to Business Management (3 credits)

Fall 2025 – Online Modality

**Instructor Vicky Swank**

Office Hours: By Appointment

Office: CTBC 2202

Email: Swank\_v@heritage.edu

Cell: 509-961-5338

### Course Description

- A general survey of business including areas such as management, economics, human relations, marketing, competition, productivity and finance; how business institutions operate in political, social, cultural and economic environments. Business vocabulary and basic tools of management, planning, organizing and controlling will be utilized in preparation of a Business Plan. Students will prepare an Excel spreadsheet to explore “what if” situations and demonstrate the financial feasibility of their business idea/plan.

### Land Acknowledgement

Heritage University occupies its home on the traditional lands of the Yakama People. These ancestral homelands are the Yakama, Palouse, Pisuouse, Wenatshapam, Klikatat, Klinquit, Kow- was-say-ee, Li-ay-was, Skin-pah, Wish-ham, Shyiks, Ochechotes, Kah-milt-pa, and Se-ap-cat, who today are represented by the Confederated Tribes and Bands of the Yakama Nation [TREATY OF 1855] and, whose relationship with this land continues to this day. Heritage University, grounded in the vision of the two Yakama women founders, respects Indigenous peoples as traditional guardians of the lands and the enduring relationship that exists between Indigenous peoples and their traditional territories. We offer gratitude for the land itself, for those who have stewarded it for generations, and for the opportunity to study, learn, work, and be in community on this land. We acknowledge that our University’s history, like many others, is fundamentally tied to the first colonial developments in the Yakima Valley. Finally, we respectfully acknowledge and honor past, present, and future Indigenous students who will journey through this home called Heritage University.

### Learner Outcomes, Heritage Outcomes, Performance Indicators

| What will I do in this class?<br>(Performance Indicators/Behaviors)                               | What knowledge/skills will I gain?<br>(Course-Specific Learner Outcomes /Competencies)   | How does this work apply to my major or program of study?<br>(Program and/or GUCR Student Learning Outcomes) |
|---|--|--|
| Participate in class discussions through forums and complete the reflection assignments.          | Describe entrepreneurship in the context of a free-market economy and the overall business environment.  | BPLO 1, GUCR 2a  |
| <b>Review textbook chapters and complete the quizzes.</b>   | Develop study skills in identifying the elements, characteristics, and functional areas of business enterprises.   | BPLO 1, GUCR 2a  |
| Develop the business plan.  | Examine and apply professional business decision-making processes and methods.   | BPLO 2, GUCR 2b  |
| Analyze Shark Tank episodes and develop the business plan using financial and market information. | Apply quantitative reasoning skills using numbers in defining profit, financial planning and evaluating productivity and business performance under various scenarios. | BPLO 3, GUCR 2e  |
| Describe business concepts in the reflection assignments, Shark Tank analysis and business plan.  | Communicate ideas clearly using a richly expanded business vocabulary.   | BPLO 5, GUCR 2c  |

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| Apply learned concepts through reflections, forums, the Shark Tank and business plan projects. | Practice ability to express personal insights and experiences through the application of business concepts to real world situations. | BPLO 5, GUCR 2c |
|--|--|-----------------|

\*Heritage University Student Learning Outcomes (HUSLO)

- SLO 1 -Knowledge of the Physical World and of Human Cultures
- SLO 2 -Intellectual and Practical Skills
- SLO 3 -Personal and Social Responsibility
- SLO 4 -Integrative and Applied Learning

\*\* Business Administration Student Learning Outcomes (BASLO)

- BASLO 1 – Students will be able to demonstrate knowledge of business concepts, principles, standards and processes.
- BASLO 2 – Students will be able to demonstrate an ability to analyze situations, identify opportunities, develop strategies and solve problems.
- BASLO 3 – Students will be able to demonstrate the ability to use accounting and financial information and tools to assist in management planning, controlling and decision-making.
- BASLO 4 – Students will be able to demonstrate knowledge of the legal and ethical responsibilities of business organizations.
- BASLO 5 – Students will be able to demonstrate proficiency in communication and interpersonal skills necessary in promoting inclusiveness and engaging diverse people in the business environment.

### Texts, Materials, and Technology

- **Text:** Ferrell, O. C.; Hirt Geoffrey; Ferrell, Linda, M: Business, 2024 Release, McGraw-Hill.  
ISBN 978-1-266-78591-7 (bound)  
ISBN 9781-266-23187-2 (looseleaf)
- **Supplements:** Local and national business news media publications daily newspapers and websites

**Technology:** Access to a laptop (PC, MacBook, etc.) or desktop and reliable internet access will be needed. Laptops can be checked out from the library (Unfortunately, iPads, tablets, and chrome books are not laptops. See Staff in the Donald K. North Library to check out a laptop). Our Learning Management System (LMS) called MyHeritage will be used to communicate ideas/instructions and to upload assignments. Your faculty member will help you.

### Assignments and Grading

**Assignment Title and Points**

|  |                   |
|--|-------------------|
| Quiz (4 @ 10 points each)                          | 40 points         |
| Business News Article Summary Video                | 10 points         |
| Posts to News Article Summary (11 x 2 points each) | 22 points         |
| Shark Tank Analysis                                | 20 points         |
| Business Plan                                      | 50 points         |
| Participation (8 x 2 points)                       | 16 points         |
| Reflection Assignments (3 x 10 points each)        | 30 points         |
| <b>Total Points Possible</b>                       | <b>188 points</b> |

**Grade Scale:**

| Grade | Points  | Percent   |  | Grade | Points  | Percent   |
|-------|---------|-----------|--|-------|---------|-----------|
| A     | XXX-XXX | 93-100%   |  | C     | XXX-XXX | 73-76.99% |
| A-    | XXX-XXX | 90-92.99% |  | C-    | XXX-XXX | 70-72.99% |
| B+    | XXX-XXX | 87-89.99% |  | D+    | XXX-XXX | 67-69.99% |
| B     | XXX-XXX | 83-86.99% |  | D     | XXX-XXX | 63-66.99% |
| B-    | XXX-XXX | 80-82.99% |  | D-    | XXX-XXX | 60-62.99% |
| C+    | XXX-XXX | 77-79.99% |  | F     | XXX-XXX | 00-59.99% |

### Course Guidelines and Expectations

- A detailed course outline is posted on My Heritage in the syllabus page. **You should plan to spend a minimum of 9- 11 hours/week doing reading, homework and prep for this class.**
- **Assignments are turned in via My Heritage and are due on the date/time listed on the Assignment page. Late work is not accepted without prior notification, so reach out to the professor if a circumstance arises and an assignment will be turned in past the due date.**
  - **TAKE NOTES and earn Participation points.** Jot down key terms and ideas as you read the textbook and listen to the video lectures. **There is a participation question in each chapter video lecture.** Post the answer to the question in the Assignment page to earn participation points.
  - **You are your own Best Advocate.** If you have a need, a question, or a concern, please reach out to the professor via email. **Students may contact the professor with questions via in person, email, text message or Zoom.**
  - **Zoom Check in Appointments.** There will be four Zoom check in sessions scheduled from 12-12:30 during the semester. The dates are posted on the Introduction to the course page in the handout session.
  - **EXPLORE AND BE CREATIVE.** Use the internet and the library and take advantage of all the resources available in learning about the topics. Reflect on your findings and explore creative ideas for developing effective business strategies.
  - **In all activities, always be thorough, specific, intentional, creative, and coherent.**
    - Tutoring is available at the Heritage skill center
    - Videos may be used periodically throughout the course
    - Power Point Presentations will accompany lectures and will be available on My Heritage
    - All work submitted for a grade in this course must be typed, error free, neatly produced and presented, have a cover page and be professional in appearance. Consider anything you submit to the instructor to be of the same caliber of work you would submit to your employer.
    - Designated style determined is APA for formal/research papers
  - **Direct Quotes:** Students are required to put things into your own words demonstrating the ability to summarize the work, while citing accordingly. When using lecture videos or the textbook for concepts that support your answer, include the page number or title of the lecture video.
  - **USE of AI:** Working in the business world, requires integrity, and making ethical principles a priority in all decision making. These items are hard to gain and easily lost. AI can be used as a tool for learning ONLY. This means you can use AI as a thesaurus, help with grammar, and as a tool to review your personal work but ONLY after writing the assignment without the use of AI. **The professor will use a software to detect the use of AI and if the assignment registers as predominantly AI generated (>40%), the grade will be an automatic F. If you have questions about this policy, please ask.**

### Course Schedule

A detailed course schedule will be posted on My Heritage in the syllabus section of the course.

## Attendance

Regular attendance and participation in classes is expected and considered essential for successful academic work. Attendance will be documented every class and/or discussion period for face-to-face courses. For online courses, weekly online assignments are due on assigned days and times to confirm attendance. It is very important that you create a space where you can listen and be attentive while listening to the video lectures. Make sure that you log into My Heritage and complete the assigned work each week. If you have questions about the assignments or due dates, reach out to the professor.

Heritage regularly updates its full attendance policy available in the current catalog: [Attendance Policy](#). Remember that Heritage University Student Affairs is ready to help solve problems that interfere with attending class. Email them at [studentaffairs@heritage.edu](mailto:studentaffairs@heritage.edu) (copy into your email provider).

### Reasonable Accommodation for Religious Holidays

Consistent with Heritage University's mission and values and pursuant to RCW 28B.137.010 as amended, and Substitute Senate Bill 5166, HU allows student reasonable absences for reasons of faith or for organized activities conducted under the auspices of a religious denomination, church, or religious organization. The student requesting an excused absence for reasons of faith must submit the Request for Absence for Reasons of Faith Form to their instructor(s) at least two (2) weeks prior to the beginning of the semester in which the absence is anticipated to occur. The form is located on the Student Forms page under the Students Tab in MyHeritage. Full policy and procedures are located in the current catalog under Academic Policies, Attendance.

## Support and Resources

### **Tutoring at the Academic Skills Center** [[Log into MyHeritage before using links](#)]

The ASC has in-person and online appointments, drop-in services also both in-person and online. To view our schedule, or make an in-person or online appointment, visit the ASC page on MyHeritage under Student Services. To learn more about any of these services, call the ASC at (509) 865-8517 or email us [ASC@heritage.edu](mailto:ASC@heritage.edu)

### Library

The librarians are here to assist you! Use the online chat: [HU Library Website](#). For research and general assistance, feel free to stop by, call a reference librarian at (509) 865-8520, or email [Library@heritage.edu](mailto:Library@heritage.edu)

### Credit Hour Requirements

Federal regulations require that all courses follow the Heritage University definition of a credit hour as described in HU Policy. For the current policy, see the catalog: [credit hour policy](#)

### Online Course Exchange Appeals Process

Online Course Exchange students who wish to appeal an instructor's or facilitator's decision or request assistance with academic issues (such as requesting an incomplete or an extension) should contact HU's Online Course Exchange Liaison at [Acadeum@heritage.edu](mailto:Acadeum@heritage.edu).

## Academic Honesty

Heritage University students have the responsibility to adhere to academic honesty in all their educational endeavors. Faculty has the responsibility to model academic honesty and to prevent,

detect, and confront students who violate it. See [Academic Honesty Policy](#) and [Academic Honesty Procedure Diagram](#).

### **Campus Security & Safety**

In an emergency, call 911. If you need campus security assistance between 8 a.m. and 5 p.m. , please call 509-865-8555 or ext. 8555 from any campus landline or email: [CampusSecurity@heritage.edu](mailto:CampusSecurity@heritage.edu). For a list of Campus Security services and Crisis Response Steps, see the [Safety and Security webpage](#)

Regional Sites, please reference the Host Campus Security Information and Emergency Safety Plan.

### **Accommodations**

For information about student disability services on campus, please visit the [Office of Disability Services \(ADA\) | Heritage University](#) webpage; or email [Officeofdisabilityservices@heritage.edu](mailto:Officeofdisabilityservices@heritage.edu)

### **Safe Attendance Reminder**

Heritage University is committed to providing a safe and healthy environment for all students, staff, and faculty. Our goal is to mitigate the potential for transmission of communicable disease, including COVID-19, in our environment.

Anyone experiencing symptoms of viral illness, such as fever or chills, cough, fatigue, muscle or body aches, headache, new loss of taste or smell, sore throat, congestion or runny nose, nausea or vomiting, or diarrhea, should stay home and see medical attention. Anyone known to have a close exposure to COVID-19 should wear a mask and follow [CDC guidelines](#) for isolation and precautions.

In addition, Heritage University community members must be prepared to “Mask When Asked.” Individuals can require that people who enter their offices wear masks. Faculty can require that students mask in their classrooms. Students who need to have their classmates mask can request that themselves or speak to the Vice President for Student Affairs to ask for support. Our collective commitment to health and wellbeing of all members of the community is essential and appreciated.

Updated [6-14-2025](#)