

Elmira Business Institute
Student Syllabus: Principles of Marketing (MKT101)

Prerequisites: None

Course Credits/Clock Hours: 3/45

Course Delivery Mode: Residential

Course Description

This course is an introduction to the fundamentals principles and practices in the marketing process. The course will analyze the theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to businesses and the individual consumer. (Lec/Lab/Ext/Total) (45/0/0/45).

Student Learning Outcomes

Upon completion of this course, students will be able to:

- Design a Customer-Oriented Marketing Strategy
 - Demonstrate market-segmentation and its differences
 - Determine profile and a target market for a product
 - Prepare a marketing plan and all its requirements
 - Determine a product's distribution, promotional, and pricing strategy
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Required Course Texts & Course Materials

Kurtz, David, L., *Contemporary Marketing*, 17th ed. Mason: Thomson Southwestern, Cengage Learning. 2016. Print. (ISBN: 9781305075368)

Supplemental educational learning materials may include and are not limited to

Bahnan, N. N. (ed.). (2014). *Annual Editions: Marketing 13/14* (36th ed.). New York, New York: McGraw-Hill.

Elaine P. Maimom, J. H. (2013). *The McGraw-Hill Handbook* (3rd ed.). New York, New York: McGraw-Hill.

Kehoe, J. E. (Ed.). (2013). *Annual Editions: Business Ethics 12/13* (24th ed.). New York, New York: McGraw-Hill.

Kehoe, W. J. (ed.), (2014). *Annual Editions: Business Ethics 13/14* (25th ed.). New York, New York: McGraw-Hill.

Articles on-line from ProQuest database: <http://proquest.umi.com/pqdweb> and other sites, educational videos, and/or guest speakers as assigned throughout the course.

VALS Survey. <http://www.strategicbusinessinsights.com/vals/surveynew.shtml>.

Assessment

Essay assignments and research projects will be evaluated on a standard grading rubric. Written examinations will be graded according to content (multiple choice, fill-in-the blank, short answer, and/or essay).

The instructor will endeavor to return student work product by the next official class period whenever possible. Essay and/or research projects will be returned as soon as all class projects

have been graded.

Student Homework Policy Statement

Elmira Business Institute (EBI) syllabi contain assignments in alignment with the federal government's definition of appropriate, assigned homework for each credit hour. For each one-credit hour of classroom or direct faculty instruction, two hours of out-of-class student work will be assigned. (For example: A three-credit course will include an average of six (6) hours of homework each week.). For classes with laboratory or clinical work, a three-credit, four-hour class will include an average of six (6) hours of homework each week. For externships, each credit hour will include an average of three (3) hours of homework per week. Assignments are directly relevant to course objectives and learning outcomes and are included at the end of the syllabi. Each assignment will be graded and recorded by the instructor.

Calculation of a Semester Credit Hour

All coursework at Elmira Business Institute is measured in semester credit hours. Credits and partial credits are always rounded down.

- One Semester Credit Hour is equivalent to fifteen (15) clock (contact) hours of lecture.
- One Semester Credit Hour is equivalent to thirty (30) clock (contact) hours of laboratory training.
- One Semester Credit Hour is equivalent to forty-five (45) clock (contact) hours of externship.

Definition of a Contact Hour

One contact hour is defined as 50 minutes within a 60-minute period of instructional activities (lecture, lab, clinical, and externship). The student is assumed to devote appropriate time to preparation and study outside the classroom.

Evaluation

Assessment Type	% of Grade
Attendance/Professionalism	15%
Examinations	40%
Career Portfolio Project	15%
Homework	30%
Total	100%

Grading Scheme

Numerical Average	Letter Grade	Quality Points
95-100	A	4.0
90-94	A-	3.7
86-89	B+	3.3
83-85	B	3.0
80-82	B-	2.7
76-79	C+	2.3
73-75	C	2.0

70-72	C-	1.7
68-69	D+	1.3
66-67	D	1.0
65	D-	0.7
Numerical Average	Letter Grade	Quality Points
0-64	F	0.0
Withdraw/Failing	W/F	0.0
Withdraw	W	----
Incomplete	I	----
Test Out	TO	----
Transfer of Credit	T	----

Course Policies

Behavioral Standards

Students are expected to abide by all public laws; to comply with the regulations and policies of the College; and to demonstrate a positive attitude, diligence, and courteous conduct toward instructors, staff, and fellow students. Respect for others in terms of language, demeanor, and attention to others while they are speaking is expected.

The College reserves the right to dismiss or suspend students for conduct which impedes, disrupts, or interferes with the orderly and continuous administration and operation of the College or any unit of the College. Attending EBI is not a right; it is a privilege.

As a part of its mission to prepare students for careers in the business and healthcare world, EBI requires students to dress in a manner that will create a positive self-image. Inappropriately dressed students may not be permitted to attend classes. Students in College externships are required to follow the participating organization's dress code.

No cell phone use or Internet access is allowed in the classroom unless permission is granted by the instructor and usage is course appropriate

No eating or drinking in EBI's classroom laboratories (medical, business or technology) and Library.

Attendance Policy

Attendance is mandatory and will be used when calculating participation/attendance. Class will begin promptly. Students who are late or absent are responsible to obtain lecture notes, assignments, and announcements after class, so as not to interfere with class time, or the work of fellow students. Along with the portfolio, one of the first questions a potential employer will ask the Career Services representative about is student attendance. Your attendance in the classroom directly represents your quality of potential work.

Students who do not attend classes after missing 14 consecutive calendar days or who fail to attend classes on a regular basis will be administratively dropped by the college. Since attendance is also used to verify enrollment for financial aid purposes, it is important that

students attend classes on a regular basis to avoid loss of financial aid eligibility (student loans) and federal and state grants.

Make-Up Policy

When a student is absent, that student is responsible for making up missed class work. Make-up tests or quizzes may be offered at the instructor's discretion via ONE-STOP at the Library, and it is the student's responsibility to arrange a time at the librarian's convenience. One-Stop tests and quizzes must be taken within one week of the date of absence; failure to make up work, quizzes, or exams in a timely manner may result in a 0 grade. There is no charge for make-up work.

Midterm or Final Examinations may only be made up with approval from the Campus Director/Dean and appropriate documentation.

Academic Integrity/Plagiarism Rules

Elmira Business Institute is committed to supporting its mission to provide an educational experience designed to develop professional competencies including developing habits of personal and professional integrity. The College expects all members of its community—students, faculty, and staff—to act honestly in all situations. Actions of Academic Dishonesty will not be tolerated. Academic Dishonesty “is any form of cheating and plagiarism which results in students giving or receiving unauthorized assistance in an academic assignment or receiving credit for work which is not their own.” All students are expected to agree to a pledge of honesty concerning their academic work, and faculty is expected to maintain the standards of that code. If you think it may be cheating, it probably is.

Please keep in mind that plagiarism includes:

- Copying another person's work and claiming credit for it
- Failing to give credit—both a works cited and in-text citations are required for information you retrieved from another source whether or not it is a direct quotation
- Incorrectly citing a source
- Failing to use quotation marks for a direct quote
- Improperly paraphrasing—both the words and the structure of your writing must differ from your source

Students will be given a complete policy the first day of class to review and sign.

For questions about plagiarism or assistance at any part of the writing process, please visit the Academic Achievement Center or Library.

Academic Support

Private Instruction

Elmira Business Institute promotes student and faculty private instruction. This student service is provided at no charge for students enrolled in a program. Private Instruction is accomplished in the following way:

- Students should contact faculty members for scheduling private instruction.
- Mandatory private instruction scheduled by an Administrator when necessary.

Academic Achievement Center

The Academic Achievement Center (AAC) hours are posted outside the door. The AAC Lab is the first stop for help for assignments, study skills, or writing for any course.

Academic Advising/Mentoring

Academic Advising/Mentoring is provided to each student throughout the semester. Staff or Faculty Mentors can facilitate student access to learning resources and answer basic questions regarding EBI academic programs and policies.

The Library

The Library supports the academic programs of the College and offers technology to assist student research in databases and on the Internet. A Librarian is available to assist in research and navigating our resources. Use the Library catalog (<http://ebi.scoolaid.net/bin/home>) to search for a book in the library, access databases and e-books, and find reference tools. Information is also available about community resources, including scholarships, part-time employment, child care, and transportation. Elmira Business Institute maintains a library of hundreds of volumes of reference materials and manuals for the students' use. This facility is used both for independent reading and for study. The Institution also provides its students with access to an e-library containing over 80,000 volumes and reference materials. The e-library is available to the students 24-7 by remote access. Available for students' use is a wide range of resource materials that include encyclopedias, unabridged dictionaries, almanacs, atlases, and many volumes directly related to subjects studied at Elmira Business Institute. Books for general reading are also included. The library is available to students during normal school hours.

STANDARDS OF SATISFACTORY ACADEMIC PROGRESS

The Satisfactory Academic Progress Policy ensures that all Elmira Business Institute students enrolled in a diploma and degree programs are maintaining satisfactory progress towards a successful completion of their academic programs. The criteria and standards contained in the policy are set to recognize academic achievements or to detect problems for which actions of early intervention and/or remediation can be taken. These standards apply to all students whether they are eligible for Title IV funding or not. The Satisfactory Academic Policy complies with the requirements of the federal and state regulatory guidelines and the accrediting commission.

Satisfactory Progress Standards are designed to assess academic progress for classes taken at Elmira Business Institute only and requires both quantitative measurements and qualitative measurements. Students must maintain satisfactory progress toward the completion of their program.

The following criteria are used to determine whether or not a student is making Satisfactory Academic Progress. These standards monitor whether a student meets the minimum quantitative and qualitative components. A student must be able to:

- Maintain a minimum cumulative grade point average (CGPA)
- Achieve the minimum incremental completion rate (ICR) and
- Complete the program within a maximum allowable time frame (MTF)

Failure to complete courses successfully for any reason will negatively affect Satisfactory Academic Progress. Failing courses or withdrawing from courses could result in extending the length of educational program, the loss of financial aid and/or dismissal. It is important to understand how these situations will impact SAP at your next evaluation points. In order for a student to graduate, the minimum requirements are a CGPA of 2.0 and completion of all required coursework without attempting more than 150% of the credits/hours in the program. The college determines that a student is maintaining satisfactory academic progress if the student meets or exceeds the quantitative and qualitative standards outlined below, based on the cumulative number of semester credit hours attempted.

A minimum of a “D-” is required to pass the course. Documentation will be housed in the student’s academic file. Although, this is the minimum passing grade. Students will need to meet the **Satisfactory Academic Progress** requirements.

Course Schedule

<i>Lesson#</i>	<i>Topic(s)</i>
1	<i>Introduction</i> <i>Marketing: The Art and Science of Satisfying Customers</i> <ul style="list-style-type: none"> • History of marketing • Boundaries of marketing • Nontraditional marketing • Types of marketing • Costs and functions of marketing • Ethics and Social responsibility • Strategic Implications
2	<i>Strategic Planning in Contemporary Marketing</i> <ul style="list-style-type: none"> • Steps in the planning process • Tools & techniques of successful strategies • Elements of a marketing strategy • Methods for marketing planning • Implications of marketing in the 21st century
3	<i>The Marketing Environment, Ethics, and Social Responsibility</i> <ul style="list-style-type: none"> • Competitive Environment • Political-Legal Environment • Economic Environment • Technological Environment • Social-Cultural Environment • Ethical Issues

	<ul style="list-style-type: none"> • Social Responsibility
4	<p><i>E-Business: Managing the Customer Experience</i></p> <ul style="list-style-type: none"> • B2B E-Marketing • B2C E-Marketing • Challenges in E-Business and E-Marketing • Marketing and web communication • Building an effective web presence • Assessing site effectiveness <p><i>Consumer Behavior</i></p> <ul style="list-style-type: none"> • Interpersonal determinants • Personal determinants • The consumer decision process
5	<p><i>Business-to-Business Marketing</i></p> <ul style="list-style-type: none"> • Nature of the business market • Segmenting B2B markets • Characteristics of the B2B market • Business market demand • Make, buy, or lease decision • Business buying process • Buying center concept • Developing effective business-to-business marketing strategies
6	<p><i>Global Marketing</i></p> <ul style="list-style-type: none"> • Importance of global marketing • International marketing environment • Multinational economic integration • Going Global • Strategies for entering foreign markets • Multinational corporation to a global marketer • Developing an international marketing strategy • United States as a target for international marketers
7	<p><i>Marketing Research and Sales Forecasting</i></p> <ul style="list-style-type: none"> • Research function • Research process • Research methods • Conducting international marketing research • Interpretive research • Computer technology • Sales forecasting
8	<p><i>Midterm Examination</i></p> <p><i>Market Segmentation, Targeting, and Positioning</i></p> <ul style="list-style-type: none"> • Types of Markets • Segmenting consumer markets • Geographic segmentation • Demographic segmentation

	<ul style="list-style-type: none"> • Psychographic segmentation • Product-related segmentation • The market segmentation process • Strategies for reaching target markets • Selecting & executing a strategy
9	<p><i>Relationship Marketing and Customer Relationship Management</i></p> <ul style="list-style-type: none"> • Shift from transaction based marketing to relationship marketing • Relationship marketing continuum • Enhancing customer satisfaction • Building buyer-seller relationships • Customer relationship management • Buyer-Seller relationships in business-to-business markets • Improving buy-seller relationships • Vendor-managed inventory • Evaluating customer relationship programs
10	<p><i>Product and Service Strategies</i></p> <ul style="list-style-type: none"> • Definition of a product • Definition of goods and services • Importance of the service sector • Classifying goods and services for consumer and business markets • Quality as a product strategy • Development of product lines • Product mix • Product lifecycle • Extending the product lifecycle • Product deletion decisions <p><i>Developing and Managing Brand and Product Categories</i></p> <ul style="list-style-type: none"> • Managing brands for competitive advantage • Product identification • New product planning • Product safety and liability
11	<p><i>Marketing Channels and Supply Chain Management</i></p> <ul style="list-style-type: none"> • Role of marketing channels in marketing strategy • Types of marketing channels • Channel strategy decisions • Channel management and leadership • Vertical marketing systems • Logistics and supply chain management • Physical distribution <p><i>Retailers, Wholesalers, and Direct Marketers</i></p> <ul style="list-style-type: none"> • Retailing strategy • Types of retailers • Wholesaling intermediaries • Direct marketing and other non-store retailing

12	<p><i>Integrated Marketing Communications</i></p> <ul style="list-style-type: none"> • Integrated marketing communications • The communication process • Objectives of promotion • Elements of the promotional mix • Sponsorships • Direct Marketing • Developing an optimal promotional mix • Pulling and pushing promotional strategies • Budgeting for promotional strategy • Measuring the effectiveness of promotion • The value of marketing communications <p><i>Advertising and Public Relations</i></p> <ul style="list-style-type: none"> • Advertising strategies • Creating an advertisement • Advertising messages • Medial selection • Medial scheduling • Organization of advertising function • Public relations • Cross-promotion • Measuring promotional effectiveness • Ethics in non-personal selling
13	<p><i>Personal Selling and Sales Promotion</i></p> <ul style="list-style-type: none"> • Evolution of personal selling • Four sales channels • Trends in personal selling • Sales tasks • The sales process • Managing the sales effort • Ethical issues in sales • Sales promotion <p><i>Pricing Concepts</i></p> <ul style="list-style-type: none"> • Pricing and the law • Pricing objectives and the marketing mix • Pricing objectives of not-for-profit organizations • Methods for determining prices • Price determination in economic theory • Price determination in practice • Modified breakeven concept • Yield management • Global issues in price determination
14	<p><i>Pricing Strategies</i></p> <ul style="list-style-type: none"> • Price quotations

	<ul style="list-style-type: none"> • Pricing policies • Competitive bidding and negotiated prices • The transfer pricing dilemma • Global considerations and online pricing
15	<i>Comprehensive Final Examination</i>

Please note: Changes to the lessons may be made at the discretion of the instructor throughout the semester.

Revised February 2016 mzt, Revised July 2017 klp, August 2018 js

Elmira Business Institute

An opinion paper allows you to reflect and record those thoughts and assumptions you have about the reading material as it pertains to what you have learned from the text and lecture. There are no right and/or wrong answers in an opinion paper. However, you do need to support your “opinion” with facts and/or academically sound opinions of others. (This is also a nice venue to practice citations.)

- What's the author's main idea or argument, and what are the important supporting points for that idea?
- Do I agree or disagree with the main idea or argument? Why?
- Does the information apply to something that I already know about?

Grading Rubric

Name _____ Grade _____

	Poor	Average	Well Presented	Excellent	_____/12
	1	2	3	4	
The author's main idea or argument was well explained and important, supporting points were stated.					
The student agreed or disagreed with the main idea or argument and explained why.					
Student applied the information in the article, etc., to prior learning.					
Grammar, Punctuation, Sentence Structure					

The use of <http://www.plagiarismchecker.com/> was used on this assignment: Yes____ No____

Career Readiness Assessment “CRA” ☐Midterm ☐Final

Student Name: _____ **Course ID:** _____ **Instructor:** _____

	Total Points	Excellent (16-20 points)	Good (11-15 points)	Fair (6-10 points)	Poor (0-5 points)
Attendance		The student arrives on time for the course, and stays for the duration of the class. Attends at least 90% of the class.	The student arrives on time for the course and stays for the duration of the course. Attends at least 80% of the class.	The student arrives late or does not stay for the duration of the class. Attends at least 70% of the class.	The student generally arrives late for the course, or stays for fewer than 60% of the class.
Class Engagement		Proactively contributes to class by regularly offering ideas and asking questions.	Proactively contributes to class periodically offering ideas and asking questions	Rarely contributes to class by offering ideas and asking questions.	Never contributes to class by offering ideas and asking questions.
Listening Skills		Actively listens when others speak during in-class activities. Incorporates the ideas of others in questions/comments.	Listens when others speak both in groups and lecture.	Does not listen in groups or lecture and is not engaged during class	Does not listen in groups and lecture. Interrupts or talks in class.
Behavior		Never displays disruptive behavior, respectful of others in actions and language, and cooperates in a classroom environment.	Rarely disruptive, partial participation in group activities	Occasionally disruptive, rarely participates in group activities.	Very disruptive with actions and language or never participates in group activities.
Professionalism		Always prepared for class, hands in work at beginning of class, and follows appropriate dress code. The student does not use electronic devices inappropriately.	Usually prepared for class, often hands in work at beginning of the class, and mostly follows appropriate dress code. The student rarely uses electronic devices inappropriately.	Rarely prepared for class, rarely hands in work at the beginning of the class, and rarely follows dress code. The student often uses electronic devices inappropriately.	Almost never prepared for class, excessively hands in work late, and does not follow dress code. The student excessively uses electronic devices inappropriately in the classroom.

Total Points: _____/100

Elmira Business Institute
Student Syllabus: Computerized Keyboarding (OFF110)

Prerequisites: None

Course Credits/Clock Hours: 3/60

Course Delivery Mode: Residential

Course Description:

This computerized course will begin with a keyboarding component that will allow the student to develop basic data-entry skills. The second half of the semester will introduce students to document processing through the computer application, Microsoft Word. (Lec/Lab/Ext/Total) (30/30/0/60).

Course Objectives:

Students will develop proper, ergonomic posture and master the process of data entry. Attention will be paid to proper finger use, posture, and keeping eyes on the copy only. The student will master basic Word functions as well as be able to produce malleable office correspondence.

Student Learning Outcomes

Upon completion of this course, students will be able to:

- Demonstrate correct keyboarding techniques, including: finger placement and ergonomic posture
- Develop a proper rhythm in data entry process
- Demonstrate alphabetic material by touch at 35 WPM
- Demonstrate alphabetic material straight for five minutes without errors
- Develop basic word processing functions
- Formulate various forms of business letters, memoranda, reports and simple tables

Required Course Texts & Course Materials

Ober, Scot, and Jack E. Johnson. *Gregg College Keyboarding & Document Processing (GDP): Microsoft Office Word 2013*. 11th ed. Career Education, 2010. Print.
(ISBN: 9781259930669)

Supplemental educational learning materials may include and are not limited to

Various handouts on office correspondence will be used for supplemental resources.

Assessment

Assignments and projects will be evaluated on a standard grading rubric. Practical and written examinations will be graded according to content: (multiple choice, fill-in-the blank, short answer, and/or practicum).

The student's top three Timed Writings will be averaged to attain the midterm accuracy and speed grade, and the top five Timed Writings will be averaged to attain the final accuracy and speed grade. Timed Writings will be taken for five minutes, with five or fewer errors, not using the backspace key.

The instructor will endeavor to return student work product by the next official class period whenever possible. Essay and/or research projects will be returned as soon as all class projects have been graded.

Student Homework Policy Statement

Elmira Business Institute (EBI) syllabi contain assignments in alignment with the federal government's definition of appropriate, assigned homework for each credit hour. For each one-credit hour of classroom or direct faculty instruction, two hours of out-of-class student work will be assigned. (For example: A three-credit course will include an average of six (6) hours of homework each week.). For classes with laboratory or clinical work, a three-credit, four-hour class will include an average of six (6) hours of homework each week. For externships, each credit hour will include an average of three (3) hours of homework per week. Assignments are directly relevant to course objectives and learning outcomes and are included at the end of the syllabi. Each assignment will be graded and recorded by the instructor.

Calculation of a Semester Credit Hour

All coursework at Elmira Business Institute is measured in semester credit hours. Credits and partial credits are always rounded down.

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- One Semester Credit Hour is equivalent to thirty (30) clock (contact) hours of laboratory training.
- One Semester Credit Hour is equivalent to forty-five (45) clock (contact) hours of externship.

Definition of a Contact Hour

One contact hour is defined as 50 minutes within a 60-minute period of instructional activities (lecture, lab, clinical, and externship). The student is assumed to devote appropriate time to preparation and study outside the classroom.

Evaluation

Production	35%
Professionalism/Attendance	15%
Examinations	20%
Speed	15%
Homework	15%
Total	100%

Speed Grading Scale:**Midterm Evaluation of Time Writing Assignments**

25 wpm	70%
30 wpm	75%
40 wpm	80%
50 wpm	90%
55 wpm	100%

Final Evaluation of Time Writing Assignments

25 wpm	60%
30 wpm	70%
40 wpm	80%
50 wpm	90%
60 wpm	100%

Grading Scheme:

Numerical Average	Letter Grade	Quality Points
95-100	A	4.0
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Test Out	TO	----
Transfer of Credit	T	----

“Test Out” must be completed in the first week of the semester.

Course Policies***Behavioral Standards***

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- Achieve the minimum incremental completion rate (ICR) and
- Complete the program within a maximum allowable time frame (MTF)

Failure to complete courses successfully for any reason will negatively affect Satisfactory Academic Progress. Failing courses or withdrawing from courses could result in extending the length of educational program, the loss of financial aid and/or dismissal. It is important to understand how these situations will impact SAP at your next evaluation points. In order for a student to graduate, the minimum requirements are a CGPA of 2.0 and completion of all required coursework without attempting more than 150% of the credits/hours in the program.

The college determines that a student is maintaining satisfactory academic progress if the student meets or exceeds the quantitative and qualitative standards outlined below, based on the cumulative number of semester credit hours attempted.

A minimum of a “D-” is required to pass the course. Documentation will be housed in the student’s academic file. Although, this is the minimum passing grade. Students will need to meet the **Satisfactory Academic Progress** requirements.

Course Schedule

<i>Lesson#</i>	<i>Topic(s)</i>
1	Introduction to the course <ul style="list-style-type: none"> • Demonstrate proper keying technique • Learn alphabetic key reaches by touch from Lessons 1-3
2	<u>Part I</u> Unit 1 – Alphabetic Keys <ul style="list-style-type: none"> • Demonstrate proper keying technique • Learn alphabetic key reaches by touch from Lessons 4-6
3	Unit 2 - Alphabetic Keys <ul style="list-style-type: none"> • Demonstrate proper keying technique • Learn alphabetic key reaches by touch from Lessons 7-10
4	Unit 3 - Figure and Symbol keys <ul style="list-style-type: none"> • Demonstrate proper keying technique • Learn alphabetic key reaches by touch from Lessons 11-15
5	Unit 4- Figure and Symbol keys <ul style="list-style-type: none"> • Demonstrate proper keying technique • Learn alphabetic key reaches by touch from Lessons 16-20

6	<u>Part II</u> Unit 5 – Word Processing & Emails <ul style="list-style-type: none"> • Demonstrate proper keying technique • Learn alphabetic key reaches by touch from Lessons 21-25 • Demonstrate the proper use of commas, sentences structure, capitalization, and number format • Demonstrate typing accuracy and speed through completing five-minute timed writings
7	Unit 6 - Correspondence <ul style="list-style-type: none"> • Format business letters in various formats • Format envelopes and labels • Format memoranda • Format electronic mail • Demonstrate typing accuracy and speed through completing five-minute timed writings
8	Midterm Unit 7 - Reports <ul style="list-style-type: none"> • Format business reports and academic reports • Demonstrate knowledge of unbound, left bound, multi-page business reports • Demonstrate typing accuracy and speed through completing five-minute timed writings
9	Unit 8 - Tables <ul style="list-style-type: none"> • Create Tables using Table Tools–Layout and Table Tools–Design • Create tables within documents • Create and format boxed, open, and ruled • Demonstrate typing accuracy and speed through completing five-minute timed writings
10	<u>Part III</u> Unit 9 - Correspondence <ul style="list-style-type: none"> • Understand the correct use of titles and appropriate closings • Format personal business letters and modified block style letters • Demonstrate knowledge of indented displays and copy notations • Demonstrate typing accuracy and speed through completing five-minute timed writings
11	Unit 10 - Reports <ul style="list-style-type: none"> • Demonstrate knowledge of APA and MLA style reports • Format footnotes and endnotes and citations

12	<p>Unit 11 – Employment Documents</p> <ul style="list-style-type: none">• Key and format resumés, letters of application, and follow up letters• Demonstrate typing accuracy and speed through completing five-minute timed writings
13	<p>Unit 12 – Skillbuilding & In-Basket Review</p> <ul style="list-style-type: none">• Format a variety of correspondence including insurance, hospitality, retail, nonprofit, and manufacturing documents• Demonstrate typing accuracy and speed through completing five-minute timed writings
14	<p>Unit 13 - Skillbuilding</p> <ul style="list-style-type: none">• Review and document production as assigned• Demonstrate typing accuracy and speed through completing five-minute timed writings
15	Comprehensive Final Examination

Please note: Changes to the lessons may be made at the discretion of the instructor throughout the semester.

Revised February 2016 mzt, Revised July 2017 klp, August 2018 js

Production Grading Rubric

Alphabetic Equivalent	Quality Points	Errors
A	95-100%	0-1 minor error
A-	90%	1 error
B	80%	2 errors
C	70%	3 errors
D	60%	4 errors
F	50%	5 or more errors

Career Readiness Assessment “CRA” ☐Midterm ☐Final

Student Name: _____ **Course ID:** _____ **Instructor:** _____

	Total Points	Excellent (16-20 points)	Good (11-15 points)	Fair (6-10 points)	Poor (0-5 points)
Attendance		The student arrives on time for the course, and stays for the duration of the class. Attends at least 90% of the class.	The student arrives on time for the course and stays for the duration of the course. Attends at least 80% of the class.	The student arrives late or does not stay for the duration of the class. Attends at least 70% of the class.	The student generally arrives late for the course, or stays for fewer than 60% of the class.
Class Engagement		Proactively contributes to class by regularly offering ideas and asking questions.	Proactively contributes to class periodically offering ideas and asking questions	Rarely contributes to class by offering ideas and asking questions.	Never contributes to class by offering ideas and asking questions.
Listening Skills		Actively listens when others speak during in-class activities. Incorporates the ideas of others in questions/comments.	Listens when others speak both in groups and lecture.	Does not listen in groups or lecture and is not engaged during class	Does not listen in groups and lecture. Interrupts or talks in class.
Behavior		Never displays disruptive behavior, respectful of others in actions and language, and cooperates in a classroom environment.	Rarely disruptive, partial participation in group activities	Occasionally disruptive, rarely participates in group activities.	Very disruptive with actions and language or never participates in group activities.
Professionalism		Always prepared for class, hands in work at beginning of class, and follows appropriate dress code. The student does not use electronic devices inappropriately.	Usually prepared for class, often hands in work at beginning of the class, and mostly follows appropriate dress code. The student rarely uses electronic devices inappropriately.	Rarely prepared for class, rarely hands in work at the beginning of the class, and rarely follows dress code. The student often uses electronic devices inappropriately.	Almost never prepared for class, excessively hands in work late, and does not follow dress code. The student excessively uses electronic devices inappropriately in the classroom.

Total Points: _____/100

Elmira Business Institute
Student Syllabus: Medical Transcription I (OFF131)

Prerequisites: Computerized Keyboarding (OFF110) **Course Credits/Clock Hours:** 3/60
Medical Terminology (MED110)

Course Delivery Mode: Residential

Course Description

This course is designed to train the student in the technique of medical transcription of dictated medical documents. Special attention is given to preparation of patient chart documents, medical correspondence, and reports commonly found in medical records. Emphasis is placed on spelling, punctuation and the ability to produce professionally acceptable documents. Medical transcription students will transcribe history and physical exams, discharge summaries, operative reports, and other pertinent medical documents. (Lec/Lab/Ext/Total) (30/30/0/60).

Student Learning Outcomes

Upon completion of this course, students will be able to:

- Demonstrate correct operation of transcription equipment and word processing software
- Apply transcribe dictation and produce professionally acceptable documents
- Demonstrate proofreading skill in assessing documents.
- Demonstrate proficiency in use of medical terminology, grammar, and sentence structure
- Identify appropriate use of reference materials in preparing medical documents

Required Course Texts & Course Materials

Medical Transcription 7th Edition Marcy Odiehl (ISBN 9781437704396)

Supplemental educational learning materials may include and are not limited to
"Medical Dictionaries, Drugs & Medical Searches." *Medical Dictionary, Medical Abbreviations and Other Search Engines*. N.p., n.d. Web. 07 Aug. 2013.

Assessment

Assignments and projects will be evaluated on a standard grading rubric. Practical and written examinations will be graded according to content; (multiple choice, fill-in-the blank, short answer, and/or practicum).

The instructor will endeavor to return student work product by the next official class period whenever possible. Essay and/or research projects will be returned as soon as all class projects have been graded.

Student Homework Policy Statement

Elmira Business Institute (EBI) syllabi contain assignments in alignment with the federal government's definition of appropriate, assigned homework for each credit hour. For each one-credit hour of classroom or direct faculty instruction, two hours of out-of-class student work will be assigned. (For example: A three-credit course will include an average of six (6) hours of homework each week.). For classes with laboratory or clinical work, a three-credit, four-hour class will include an average of six (6) hours of homework each week. For externships, each

credit hour will include an average of three (3) hours of homework per week. Assignments are directly relevant to course objectives and learning outcomes and are included at the end of the syllabi. Each assignment will be graded and recorded by the instructor.

Calculation of a Semester Credit Hour

All coursework at Elmira Business Institute is measured in semester credit hours. Credits and partial credits are always rounded down.

- One Semester Credit Hour is equivalent to fifteen (15) clock (contact) hours of lecture.
- One Semester Credit Hour is equivalent to thirty (30) clock (contact) hours of laboratory training.
- One Semester Credit Hour is equivalent to forty-five (45) clock (contact) hours of externship.

Definition of a Contact Hour

One contact hour is defined as 50 minutes within a 60-minute period of instructional activities (lecture, lab, clinical, and externship). The student is assumed to devote appropriate time to preparation and study outside the classroom.

Evaluation

Assessment Type	% of Grade
Professionalism/ Attendance	15%
Homework	15%
Transcription	30%
Tests/Quizzes	20%
Midterm/ Final Exams	20%
Total	100%

Grading Scheme:

Numerical Average	Letter Grade	Quality Points
95-100	A	4.0
90-94	A-	3.7
86-89	B+	3.3
83-85	B	3.0
80-82	B-	2.7
76-79	C+	2.3
73-75	C	2.0
70-72	C-	1.7
68-69	D+	1.3
66-67	D	1.0
65	D-	0.7
0-64	F	0.0
Withdraw/Failing	W/F	0.0
Withdraw	W	----
Incomplete	I	----

Test Out	TO	----
Transfer of Credit	T	----

Course Policies

Behavioral Standards

Students are expected to abide by all public laws; to comply with the regulations and policies of the College; and to demonstrate a positive attitude, diligence, and courteous conduct toward instructors, staff, and fellow students. Respect for others in terms of language, demeanor, and attention to others while they are speaking is expected.

The College reserves the right to dismiss or suspend students for conduct which impedes, disrupts, or interferes with the orderly and continuous administration and operation of the College or any unit of the College. Attending EBI is not a right; it is a privilege.

As a part of its mission to prepare students for careers in the business and healthcare world, EBI requires students to dress in a manner that will create a positive self-image. Inappropriately dressed students may not be permitted to attend classes. Students in College externships are required to follow the participating organization's dress code.

No cell phone use or Internet access is allowed in the classroom unless permission is granted by the instructor and usage is course appropriate.

No eating or drinking in EBI's classroom laboratories (medical, business or technology) and Library.

Attendance Policy

Attendance is mandatory and will be used when calculating participation/attendance. Class will begin promptly. Students who are late or absent are responsible to obtain lecture notes, assignments, and announcements after class, so as not to interfere with class time, or the work of fellow students. Along with the portfolio, one of the first questions a potential employer will ask the Career Services representative about is student attendance. Your attendance in the classroom directly represents your quality of potential work.

Students who do not attend classes after missing 14 consecutive calendar days or who fail to attend classes on a regular basis will be administratively dropped by the college. Since attendance is also used to verify enrollment for financial aid purposes, it is important that students attend classes on a regular basis to avoid loss of financial aid eligibility (student loans) and federal and state grants.

Make-Up Policy

When a student is absent, that student is responsible for making up missed class work. Make-up tests or quizzes may be offered at the instructor's discretion via ONE-STOP at the Library, and it is the student's responsibility to arrange a time at the librarian's convenience. One-Stop tests and quizzes must be taken within one week of the date of absence; failure to make up work, quizzes, or exams in a timely manner may result in a 0 grade. There is no charge for make-up work.

Mid-term or Final Examinations may only be made up with approval from the Campus Director/Dean and appropriate documentation.

Academic Integrity/Plagiarism Rules

Elmira Business Institute is committed to supporting its mission to provide an educational experience designed to develop professional competencies including developing habits of personal and professional integrity. The College expects all members of its community—students, faculty, and staff—to act honestly in all situations. Actions of Academic Dishonesty will not be tolerated. Academic Dishonesty “is any form of cheating and plagiarism which results in students giving or receiving unauthorized assistance in an academic assignment or receiving credit for work which is not their own.” All students are expected to agree to a pledge of honesty concerning their academic work, and faculty is expected to maintain the standards of that code. If you think it may be cheating, it probably is.

Please keep in mind that plagiarism includes:

- Copying another person’s work and claiming credit for it
- Failing to give credit—both a works cited and in-text citations are required for information you retrieved from another source whether or not it is a direct quotation
- Incorrectly citing a source
- Failing to use quotation marks for a direct quote
- Improperly paraphrasing—both the words and the structure of your writing must differ from your source

Students will be given a complete policy the first day of class to review and sign.

For questions about plagiarism or assistance at any part of the writing process, please visit the Academic Achievement Center or Library.

Academic Support

Private Instruction

Elmira Business Institute promotes student and faculty private instruction. This student service is provided at no charge for students enrolled in a program. Private Instruction is accomplished in the following way:

- Students should contact faculty members for scheduling private instruction.
- Mandatory private instruction scheduled by an Administrator when necessary.

Academic Achievement Center

The Academic Achievement Center (AAC) hours are posted outside the door. The AAC Lab is the first stop for help for assignments, study skills, or writing for any course.

Academic Advising/Mentoring

Academic Advising/Mentoring is provided to each student throughout the semester. Staff or faculty mentors can facilitate student access to learning resources and answer basic questions regarding EBI academic programs and policies.

The Library

The Library supports the academic programs of the College and offers technology to assist student research in databases and on the Internet. A Librarian is available to assist in research and navigating our resources. Use the Library catalog (<http://ebi.scoolaid.net/bin/home>) to search for a book in the library, access databases and e-books, and find reference tools. Information is also available about community resources, including scholarships, part-time employment, child care, and transportation. Elmira Business Institute maintains a library of hundreds of volumes of reference materials and manuals for the students' use. This facility is used both for independent reading and for study. The Institution also provides its students with access to an e-library containing over 80,000 volumes and reference materials. The e-library is available to the students 24-7 by remote access. Available for students' use is a wide range of resource materials that include encyclopedias, unabridged dictionaries, almanacs, atlases, and many volumes directly related to subjects studied at Elmira Business Institute. Books for general reading are also included. The library is available to students during normal school hours.

STANDARDS OF SATISFACTORY ACADEMIC PROGRESS

The Satisfactory Academic Progress Policy ensures that all Elmira Business Institute students enrolled in a diploma and degree programs are maintaining satisfactory progress towards a successful completion of their academic programs. The criteria and standards contained in the policy are set to recognize academic achievements or to detect problems for which actions of early intervention and/or remediation can be taken. These standards apply to all students whether they are eligible for Title IV funding or not. The Satisfactory Academic Policy complies with the requirements of the federal and state regulatory guidelines and the accrediting commission.

Satisfactory Progress Standards are designed to assess academic progress for classes taken at Elmira Business Institute only and requires a both quantitative measurements and qualitative measurements. Students must maintain satisfactory progress toward the completion of their program.

The following criteria are used to determine whether or not a student is making Satisfactory Academic Progress. These standards monitor whether a student meets the minimum quantitative and qualitative components. A student must be able to:

- Maintain a minimum cumulative grade point average (CGPA)
- Achieve the minimum incremental completion rate (ICR) and
- Complete the program within a maximum allowable time frame (MTF)

Failure to complete courses successfully for any reason will negatively affect Satisfactory Academic Progress. Failing courses or withdrawing from courses could result in extending the length of educational program, the loss of financial aid and/or dismissal. It is important to understand how these situations will impact SAP at your next evaluation points. In order for a student to graduate, the minimum requirements are a CGPA of 2.0 and completion of all required

coursework without attempting more than 150% of the credits/hours in the program.

The college determines that a student is maintaining satisfactory academic progress if the student meets or exceeds the quantitative and qualitative standards outlined below, based on the cumulative number of semester credit hours attempted.

A minimum of a “C” is required to pass the course. Documentation will be housed in the student’s academic file. Although, this is the minimum passing grade. Students will need to meet the **Satisfactory Academic Progress** requirements.

Course Schedule

<i>Lesson #</i>	<i>Topic(s)</i>
1	What is Medical Transcription: <ul style="list-style-type: none"> • Understand how to transcribe the history of record documentation • Understand the medical transcription process and role of medical transcriptionist and types of medical transcription environments Use of Reference Materials: <ul style="list-style-type: none"> • Understand the use of reference books and the types used • Demonstrate proper use of each reference book type • Understand techniques in building one’s own reference library Formatting, and Proper Use of Grammar
2	Types of Medical Reports and Formats: <ul style="list-style-type: none"> • Identify the six basic types of medical reports & contents of each • Formats for the six basic types of medical reports • Discuss Terminology Punctuation Transcribing Pathology Reports and Operative Reports
3	Proofreading Transcribed Documents <ul style="list-style-type: none"> - Proficient use of medical terminology, grammar, and sentence structure Transcribing History and Physicals
4	
5	
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15	
16	Final Examination

Please note: Changes to the lessons may be made at the discretion of the instructor throughout the semester.

Revised February 2016 mzt, Revised July 2017 klp,

For all Transcription Assignments

Transcribe the information. Use the Express Scribes program and Microsoft Word. Key in Times New Roman 12 font, follow all business rules for formatting, proofread marking your original copy with the appropriate proofreader's makes as needed, and correct your final copy.

Medical Transcription Grading Rubric

Error	Points Deducted
Typographical error in spelling (first two transcription assignments -5)	5-to-10
Punctuation error	2
Vertical placement error	5
Horizontal placement error	5
Missing information	10
Capitalization error	2

Medical Transcription Rubric

Category		Percent	Total Points
Mechanics	Proper use of grammar	30%	30
	Proper spelling		
	Proper punctuation		
	Proper capitalization		
	Writes in complete sentences and paragraphs		
Format/Organization	Orderly presentation of materials, following general format requirements for transcribing interrogatories	20%	20
	Clear structure to medical documents		
	Appropriate line spacing and margins		
	Font type and size are appropriate		
	Signature blocks included as needed		

Content/Transcription Accuracy	Proper use of medical terminology throughout document	50%	50
	Appropriate transcription of the dictated medical documents		
	Complete assignment according to instructor provided schedule or timing requirements		
	Provides appropriate sentence structure for the assignment		
	Total	100%	100

Career Readiness Assessment “CRA” ☐Midterm ☐Final

Student Name: _____ **Course ID:** _____ **Instructor:** _____

	Total Points	Excellent (16-20 points)	Good (11-15 points)	Fair (6-10 points)	Poor (0-5 points)
Attendance		The student arrives on time for the course, and stays for the duration of the class. Attends at least 90% of the class.	The student arrives on time for the course and stays for the duration of the course. Attends at least 80% of the class.	The student arrives late or does not stay for the duration of the class. Attends at least 70% of the class.	The student generally arrives late for the course, or stays for fewer than 60% of the class.
Class Engagement		Proactively contributes to class by regularly offering ideas and asking questions.	Proactively contributes to class periodically offering ideas and asking questions	Rarely contributes to class by offering ideas and asking questions.	Never contributes to class by offering ideas and asking questions.
Listening Skills		Actively listens when others speak during in-class activities. Incorporates the ideas of others in questions/comments.	Listens when others speak both in groups and lecture.	Does not listen in groups or lecture and is not engaged during class	Does not listen in groups and lecture. Interrupts or talks in class.
Behavior		Never displays disruptive behavior, respectful of others in actions and language, and cooperates in a classroom environment.	Rarely disruptive, partial participation in group activities	Occasionally disruptive, rarely participates in group activities.	Very disruptive with actions and language or never participates in group activities.
Professionalism		Always prepared for class, hands in work at beginning of class, and follows appropriate dress code. The student does not use electronic devices inappropriately.	Usually prepared for class, often hands in work at beginning of the class, and mostly follows appropriate dress code. The student rarely uses electronic devices inappropriately.	Rarely prepared for class, rarely hands in work at the beginning of the class, and rarely follows dress code. The student often uses electronic devices inappropriately.	Almost never prepared for class, excessively hands in work late, and does not follow dress code. The student excessively uses electronic devices inappropriately in the classroom.

Total Points: _____/100

Elmira Business Institute

Student Syllabus: Medical Office Procedures (OFF141)

Prerequisites: Computerized Keyboarding (OFF110) **Course Credits/Clock Hours:** 3/60
Medical Terminology (110)

Course Delivery Mode: Residential

Course Description

This course is designed to develop professional skills in routine medical office situations and give the student practice in the detailed procedures of the medical office environment. The student will learn to be a productive member of an office team, behave ethically, process information via technology, communicate effectively, process mail, manage records, maintain supply inventory, create equipment maintenance schedules, and perform basic accounting procedures involving patient ledgers and day sheets. (Lec/Lab/Ext/Total) (30/30/0/60).

Student Learning Outcomes

Upon completion of this course, students will be able to:

- Demonstrate knowledge needed for succeeding in the modern medical office
- Develop as an effective team member while utilizing proper ethical conduct
- Define technical computer skills and software applications
- Describe the process of incoming and outgoing office mail
- Prepare and manage patient records
- Produce patient ledgers; day sheets/balance sheets, and access incoming mail to process patient payments in Virtual Medical Office
- Analyze the interviewing of a medical professional involved in the hiring process of the student's field of study, the student will obtain the knowledge, qualities, and skills necessary for a successful job interview in completing the Professional Project

Required Course Texts & Course Materials

Proctor, D. *The Administrative Medical Assistant*, 13th Ed. St Louis: Elsevier.

Proctor, D. *The Administrative Medical Assistant Study Guide*, 13th Ed. St Louis: Elsevier. (Package ISBN: 9780323473824)

Supplemental educational learning materials may include and are not limited to

To be supplied by the instructor.

***Medical Assisting Competencies:** Students are allowed two attempts to pass each competency. A minimum score of 85 is necessary to pass the individual competency. A minimum of a C is required to pass the course. Documentation will be housed in the student's academic file.*

Assessment

Assignments and projects will be evaluated on a standard grading rubric. Practical and written examinations will be graded according to content; (multiple choice, fill-in-the blank, short answer, and/or practicum).

The instructor will endeavor to return student work product by the next official class period

whenever possible. Essay and/or research projects will be returned as soon as all class projects have been graded.

Student Homework Policy Statement

Elmira Business Institute (EBI) syllabi contain assignments in alignment with the federal government's definition of appropriate, assigned homework for each credit hour. For each one-credit hour of classroom or direct faculty instruction, two hours of out-of-class student work will be assigned. (For example: A three-credit course will include an average of six (6) hours of homework each week.). For classes with laboratory or clinical work, a three-credit, four-hour class will include an average of six (6) hours of homework each week. For externships, each credit hour will include an average of three (3) hours of homework per week. Assignments are directly relevant to course objectives and learning outcomes and are included at the end of the syllabi. Each assignment will be graded and recorded by the instructor.

Calculation of a Semester Credit Hour

All coursework at Elmira Business Institute is measured in semester credit hours. Credits and partial credits are always rounded down.

- One Semester Credit Hour is equivalent to fifteen (15) clock (contact) hours of lecture.
- One Semester Credit Hour is equivalent to thirty (30) clock (contact) hours of laboratory training.
- One Semester Credit Hour is equivalent to forty-five (45) clock (contact) hours of externship.

Definition of a Contact Hour

One contact hour is defined as 50 minutes within a 60-minute period of instructional activities (lecture, lab, clinical, and externship). The student is assumed to devote appropriate time to preparation and study outside the classroom.

Evaluation

Assessment Type	% of Grade
Attendance/Professionalism	15%
Midterm/Final Examination	20%
Quizzes/Tests	20%
Homework	25%
Competencies/Project	20%
Total	100%

Grading Scheme

Numerical Average	Letter Grade	Quality Points
95-100	A	4.0
90-94	A-	3.7
86-89	B+	3.3
83-85	B	3.0
80-82	B-	2.7
76-79	C+	2.3
73-75	C	2.0

70-72	C-	1.7
68-69	D+	1.3
66-67	D	1.0
65	D-	0.7
0-64	F	0.0
Withdraw/Failing	W/F	0.0
Withdraw	W	----
Incomplete	I	----
Test Out	TO	----
Transfer of Credit	T	----

Course Policies

Behavioral Standards

Students are expected to abide by all public laws; to comply with the regulations and policies of the College; and to demonstrate a positive attitude, diligence, and courteous conduct toward instructors, staff, and fellow students. Respect for others in terms of language, demeanor, and attention to others while they are speaking is expected.

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Please keep in mind that plagiarism includes:

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Academic Support***Private Instruction***

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faculty mentors can facilitate student access to learning resources and answer basic questions regarding EBI academic programs and policies.

The Library

The Library supports the academic programs of the College and offers technology to assist student research in databases and on the Internet. A Librarian is available to assist in research and navigating our resources. Use the Library catalog (<http://ebi.scoolaid.net/bin/home>) to search for a book in the library, access databases and e-books, and find reference tools. Information is also available about community resources, including scholarships, part-time employment, child care, and transportation. Elmira Business Institute maintains a library of hundreds of volumes of reference materials and manuals for the students' use. This facility is used both for independent reading and for study. The Institution also provides its students with access to an e-library containing over 80,000 volumes and reference materials. The e-library is available to the students 24-7 by remote access. Available for students' use is a wide range of resource materials that include encyclopedias, unabridged dictionaries, almanacs, atlases, and many volumes directly related to subjects studied at Elmira Business Institute. Books for general reading are also included. The library is available to students during normal school hours.

STANDARDS OF SATISFACTORY ACADEMIC PROGRESS

The Satisfactory Academic Progress Policy ensures that all Elmira Business Institute students enrolled in a diploma and degree programs are maintaining satisfactory progress towards a successful completion of their academic programs. The criteria and standards contained in the policy are set to recognize academic achievements or to detect problems for which actions of early intervention and/or remediation can be taken. These standards apply to all students whether they are eligible for Title IV funding or not. The Satisfactory Academic Policy complies with the requirements of the federal and state regulatory guidelines and the accrediting commission.

Satisfactory Progress Standards are designed to assess academic progress for classes taken at Elmira Business Institute only and requires both quantitative measurements and qualitative measurements. Students must maintain satisfactory progress toward the completion of their program.

The following criteria are used to determine whether or not a student is making Satisfactory Academic Progress. These standards monitor whether a student meets the minimum quantitative and qualitative components. A student must be able to:

- Maintain a minimum cumulative grade point average (CGPA)
- Achieve the minimum incremental completion rate (ICR) and
- Complete the program within a maximum allowable time frame (MTF)

Failure to complete courses successfully for any reason will negatively affect Satisfactory Academic Progress. Failing courses or withdrawing from courses could result in extending the length of educational program, the loss of financial aid and/or dismissal. It is important to understand how these situations will impact SAP at your next evaluation points. In order for a student to graduate, the minimum requirements are a CGPA of 2.0 and completion of all required coursework without attempting more than 150% of the credits/hours in the program.

The college determines that a student is maintaining satisfactory academic progress if the student meets or exceeds the quantitative and qualitative standards outlined below, based on the cumulative number of semester credit hours attempted.

A minimum of a “C” is required to pass the course. Documentation will be housed in the student’s academic file. Although, this is the minimum passing grade. Students will need to meet the **Satisfactory Academic Progress** requirements.

Course Schedule

<i>Lesson#</i>	<i>Topic(s)</i>
1	<i>The Health Care System</i> <ul style="list-style-type: none"> • Demonstrate knowledge of modern trends in healthcare, ambulatory care, and parts of the medical office
2	<i>The Professional Medical Assistant</i> <ul style="list-style-type: none"> • Discuss the characteristics of a medical assistant • Define professionalism, certification requirements, and identify professional organizations
3	<i>Ethics and Law for the Medical Office</i> <ul style="list-style-type: none"> • Explain the importance of ethics in healthcare • Discuss law and professional liability • Understand Federal and State laws affecting the medical office
4	<i>Interacting with Patients</i> <ul style="list-style-type: none"> • Explain proper verbal and non-verbal communication technique • Discuss the importance of meeting the needs of the patients
5	<i>Patient Reception</i> <ul style="list-style-type: none"> • Demonstrate knowledge in preparing for patient arrival • Demonstrate knowledge of patient check-in procedures
6	<i>Medical Office Computerization</i> <ul style="list-style-type: none"> • Explain electronic information transfer • Explain the medical assistant’s use of the electronic medical record • Explain procedures used for back-ups and system maintenance
7	<i>Telephone Techniques</i> <ul style="list-style-type: none"> • Explain proper telephone technique
8	Midterm Examination
9	<ul style="list-style-type: none"> • Discuss health information in the medical office: • Explain the importance of privacy in the physician’s office
10	<i>Written Communication</i> <ul style="list-style-type: none"> • Demonstrate knowledge of proper composition and formatting of business letters and memoranda • Demonstrate proper proofreading ability and electronic data transmission
11	Unit Four-Billing and Coding Procedures: <ul style="list-style-type: none"> • Understand the basics of health Insurance and the health insurance claim form • Discuss professional fees, billing, and collecting

12	<i>Obtaining Employment</i> <ul style="list-style-type: none">• Explain the process necessary for a successful job search including the necessary tools• Explain the importance of life-long learning
13	<i>Obtaining Employment</i> <ul style="list-style-type: none">• Perform mock interviews• Explain the difference between group and traditional interviews
14	<i>Shopping on a Budget</i> <ul style="list-style-type: none">• Complete a simulation in appropriate professional attire.
15	Final Examination

Please note: Changes to the lessons may be made at the discretion of the instructor throughout the semester.

Revised February 2016 mzt, Revised July 2017 klp, August 2018 js

Student Name _____

Semester _____ Instructor _____

**Medical Office Procedures Competency (2015 Standards)
Spring 2018**

Comp	Description of comp	CAAHEP	Date Achieved	Grade	Instructor sign off
3-1	Demonstrate the Principles of Self Boundaries	V.A.2			
4-1	Respond to Nonverbal Communication	V.P.2			
4-2	Apply Feedback Techniques, Including Reflection, Restatement, and Clarification to Obtain Patient Information	V.P.1			
4-2	Coach Patients appropriately regarding communication barriers and Cultural Diversity	V.P.5.a V.P.5.c V.A.3a,b,c,d,e,f			
7-2	Respond to issues of Confidentiality	XI.P.2			
9-1	Demonstrate Professional Telephone Techniques	V.P.6			
9-2	Document Telephone Messages and Report Relevant Information Accurately	V.P.6 V.P.7			
11-1	Perform an Inventory of Office Equipment	VI.P.9			
11-2	Perform Routine Maintenance of Office Equipment	VI.P.8			
12-4	File Patient Medical Records	VI.P.5			
20-1	Prepare for a Staff Meeting	V.P.8			
22-1	Evaluate Work Environment to Identify Unsafe Working Conditions	XII.P.1.a-c			
22-2	Manage a Difficult Patient	XII.P.5			
23-2	Create a Cover Letter	V.P.8			
23-3	Complete Job Application	V.P.8			
23-5	Practice Interview Skills- Mock Interview	V.P.8			
23-6	Create a Thank You Note for an Interview	V.P.8			

All Competencies listed have had a minimum of two attempts and have been completed with a grade of 85 or better.

Instructor Signature _____ Date _____

Medical Program Director Signature _____ Date _____

Career Readiness Assessment “CRA” ☐Midterm ☐Final

Student Name: _____ **Course ID:** _____ **Instructor:** _____

	Total Points	Excellent (16-20 points)	Good (11-15 points)	Fair (6-10 points)	Poor (0-5 points)
Attendance		The student arrives on time for the course, and stays for the duration of the class. Attends at least 90% of the class.	The student arrives on time for the course and stays for the duration of the course. Attends at least 80% of the class.	The student arrives late or does not stay for the duration of the class. Attends at least 70% of the class.	The student generally arrives late for the course, or stays for fewer than 60% of the class.
Class Engagement		Proactively contributes to class by regularly offering ideas and asking questions.	Proactively contributes to class periodically offering ideas and asking questions	Rarely contributes to class by offering ideas and asking questions.	Never contributes to class by offering ideas and asking questions.
Listening Skills		Actively listens when others speak during in-class activities. Incorporates the ideas of others in questions/comments.	Listens when others speak both in groups and lecture.	Does not listen in groups or lecture and is not engaged during class	Does not listen in groups and lecture. Interrupts or talks in class.
Behavior		Never displays disruptive behavior, respectful of others in actions and language, and cooperates in a classroom environment.	Rarely disruptive, partial participation in group activities	Occasionally disruptive, rarely participates in group activities.	Very disruptive with actions and language or never participates in group activities.
Professionalism		Always prepared for class, hands in work at beginning of class, and follows appropriate dress code. The student does not use electronic devices inappropriately.	Usually prepared for class, often hands in work at beginning of the class, and mostly follows appropriate dress code. The student rarely uses electronic devices inappropriately.	Rarely prepared for class, rarely hands in work at the beginning of the class, and rarely follows dress code. The student often uses electronic devices inappropriately.	Almost never prepared for class, excessively hands in work late, and does not follow dress code. The student excessively uses electronic devices inappropriately in the classroom.

Total Points: _____/100