

Three Rivers Community College  
Course Syllabus  
Introduction to Business (BBG K101-M05 / #30501)  
Fall 2006  
Professor: Betti Gladue

**Office Hours:**

Mondays & Wednesdays  
8:00-9:30 a.m.  
Mohegan Campus, Annex, Room 4

**Supplemental Course Web Site:**

<http://vista.ctdlc.org>

**Contact Information:**

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E-Mail: [BGladue@trcc.comnet.edu](mailto:BGladue@trcc.comnet.edu)  
(Please do not use WebCt e-mail)

**Course Description:**

As a cornerstone for all other business courses, this course places business in perspective. It surveys business topics in a contemporary manner and offers students a good foundation in how business operates in our capitalistic society today. The course provides a conceptual understanding of general business management, human resources, marketing, finance and controls.

**Course Objectives:**

1. To examine how business institutions operate in our modern, political, social, and economic environment.
2. To provide a general background in the elements and characteristics of business enterprise.
3. To provide an atmosphere in which you can relate personal business experience and philosophies.
4. To clarify the many aspects of business functions such as ethics, management, organizations, personnel, marketing, and finance.
5. To broaden your understanding of the American free enterprise system.
6. To expand and enrich your business vocabulary.
7. To create an awareness of the varied career opportunities in business and aid in selecting a vocation or enhance the vocation already selected.
8. To review the methods and procedures used by people in business to arrive at effective decisions.
9. To assist in your personal development by practicing critical thinking and communications skills.

## Grading:

There will be four exams during the course. No make-up exams will be given. You are required to take all 4 exams. The exams will cover information from the textbook and any supplemental subjects introduced. For grading purposes I will count 3 of the 4 exams – dropping the lowest exam score. The fourth exam cannot be dropped as the lowest exam score. Therefore, you are **REQUIRED** to take the fourth exam. If you miss one of the first three exams, that exam will obviously be dropped as your lowest score – zero.

There will also be a class presentation and written report required in this course. Each student will provide a 10-15 minute PowerPoint presentation to the class. (If you are unfamiliar with PowerPoint, I will be providing a quick overview for those students.) A two page (double spaced) report will be submitted to me at the end of the presentation. More information regarding topics, requirements, and dates will be provided in class. Prior approval of the topic is required.

Homework assignments are generally due the following class session, unless instructed otherwise. Grades on assignments not submitted by due date will be given a lowered grade.

You are responsible for staying informed on all assignments, expectations, and class procedures. I suggest that you make several friends in this class to exchange contact information so you can find out what you missed.

Students receiving an ‘A’ for participation will meet the following requirements:

- Attend regularly (no more than one absence), arrive punctually, and remain for the duration of the class
- Demonstrate evidence of consistent prior reading and thought
- Participate actively in classroom dialogue
- Present summaries to the class of small group discussion and activities

<b>Grading Summary:</b>		
<b>Exams</b> <ul style="list-style-type: none"><li>• Four exams provided</li><li>• Will drop the lowest score (Must take last exam)</li><li>• Compilation of three of the four exams</li></ul>	=	<b>60%</b>
<b>Oral Presentation &amp; Written Report</b>	=	<b>15%</b>
<b>Homework Assignments</b>	=	<b>15%</b>
<b>Class Participation</b>	=	<b>10%</b>

**Final Grade Scale:**

A	=	94 - 100	C	=	73 - 76			
A-	=	90 - 93	C-	=	70 - 72	W	=	Withdrawal
B+	=	87 - 89	D+	=	67 - 69	I	=	Incomplete
B	=	83 - 86	D	=	63 - 66	P / F	=	Pass / Fail
B-	=	80 - 82	D-	=	60 - 62	AU	=	Audit
C+	=	77 - 79	F	=	00 - 59			

**Attendance Policy:**

Attendance is essential to success in this course. A critical understanding of business related issues is achieved via in-class discussions and projects. You are expected to attend all classes in order to receive full benefit from instruction, in-class work, lectures, discussion, handouts, and guest speakers.

Exams cover more than assigned text readings. Exams cover everything presented in class.

If you miss a class, it is your responsibility to find out what was covered during your absence and what was assigned for homework.

Additionally, part of your grade is based upon participation/in-class assignments. Promptness is noted.

**Classroom Policy:**

I respect you and expect respect from you. Being a mature college student entails responsibility. This means you are responsible for yourself, your education, your assignments, your behavior, your attitude, your timeliness, and your contributions to the classroom atmosphere. I expect all students to be prompt, attentive, prepared, supportive of their classmates, and contribute to a positive classroom atmosphere.

**College Withdrawal Policy:**

A verbal “drop or withdrawal” from course(s) will be accepted through the 10<sup>th</sup> week of classes in accordance with the designated withdrawal deadlines. Students will need to provide the following information: full name, address, date of birth, student identification number and social security number, course reference number (CRN), description/subject and instructor’s name, if VA / FA benefits, Verbal drops or verbal withdrawals are processed through the Registrar’s Office and Subase site ONLY.

**Academic Dishonesty:**

Conduct which as its intent or effect the false representation of a student’s academic performance and/or knowingly and intentionally assisting another student to do so in any way constitute academic dishonesty. In the event of academic dishonesty, the College’s policy will be enforced.

**Cellular Phones and Beepers:**

Students are notified that cellular phones and beepers are allowed in class or in the Learning Resource Center only if they are turned off or turned to a silent mode. Under no circumstances are phones to be answered in class. When there are extenuating circumstances that require that a student be available by phone or beeper, the student should speak to me prior to class so that we can arrive at an agreement.

**Disabilities and Learning Difference Statement:**

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact the Disabilities Counseling Services at 383-5240. To avoid any delay in the receipt of accommodations, you should contact the counselor as soon as possible. Please note that I cannot provide accommodations based upon disability until I have received an accommodation letter from the Disabilities Counselor. Your cooperation is appreciated.

**Early Warning Policy:**

Students experiencing academic difficulty and/or chronic absenteeism will be notified of their class standing.

**Class Schedule:**

The class schedule is attached to the last page of this syllabus. Although I would like to adhere to this schedule as much as possible, unforeseen events (i.e., weather) and purposeful changes (i.e., guest speakers) will require modifications. I reserve the right to make changes to this schedule as the semester progresses.

## Introduction to Business

### Fall 2006 Schedule

Week	Day	Class Dates	Assignments	Chapters / Schedule
1	M	8/28	Introduction	Syllabus, Class Schedule, Web Site, Expectations, etc
	W	8/30	Ch 1	Exploring the World of Business
2	M	9/04	<b>NO CLASS</b>	Labor Day
	W	9/06	Ch 2	Being Ethical and Socially Responsible
3	M	9/11	Ch 3	Exploring Global Business
	W	9/13	Ch 4 & 5	Navigating the World of eBusiness Choosing a Form of Business Ownership
4	M	9/18	Ch 6	Small Business, Entrepreneurship, and Franchises
	W	9/20	<b>Exam 1</b>	Chapters 1-6
5	M	9/25	Ch 7	Understanding the Management Process
	W	9/27	Ch 8	Creating a Flexible Organization
6	M	10/02	Ch 9	Producing Quality Goods & Services
	W	10/04	Ch 10 & Ch 11	Attracting and Retaining the Best Employees Motivating and Satisfying Employees
7	M	10/09	<b>NO CLASS</b>	Columbus Day
	W	10/11	Ch 12	Enhancing Union-Management Relations
8	M	10/16	<b>Exam 2</b>	Chapters 7-12
	W	10/18	Ch 13	Building Customer Relationships through Effective Marketing
9	M	10/23	Ch 14	Creating and Pricing Products that Satisfy Customers
	W	10/25	Ch 15 & 16	Wholesaling, Retailing, and Physical Distribution Developing Integrated Marketing Communications
10	M	10/30	<b>Exam 3</b>	Chapters 13-16
	W	11/01	Ch 19	Understanding Money, Banking, and Credit
11	M	11/06	<b>Guest Speaker</b>	Janet Zito on Presentation Skills
	W	11/08	Ch 20	Mastering Financial Management
12	M	11/13	Ch 21	Understanding Securities Markets and Investments
	W	11/15		Class Presentations
13	M	11/20	<b>NO CLASS</b>	Instructor Out – Added Day to End of Semester
	W	11/22	<b>NO CLASS</b>	Thanksgiving Holiday Week
14	M	11/27		Class Presentations
	W	11/29		Class Presentations
15	M	12/04		Class Presentations
	W	12/06		Class Presentations
16	M	12/11		Class Presentations
	W	12/13	<b>Exam 4</b>	Chapters 19-21 and Presentation Material