

Three Rivers Community College

SYLLABUS

Introduction to Business – BBG K101

Spring Semester 2015

Wednesday Evenings 6:30 to 9:15 PM

Room D 210

Instructor: Walter A Patrick

Office Hours: Before or After Class by appointment

Email: WPatrick@trcc.commnet.edu or Home: walterp608@gmail.com

Phone: (860) 860-889-3542 (Until 9 PM)

Academic Calendar Notes:

January 28

March 15 to 22

April 3 to 5

May 13

May 20

This Class Begins

Spring Break College Closed

Spring Recess College Closed

Final Exam Review

Final Exam

Course Description:

The focus for students will be on a practical understanding and application of how business works, how it contributes to the quality of life, the rewards of entrepreneurship, its legal framework, trade terminology, and business operations including marketing, finance, accounting and management. This course gives an orientation to business curriculum. This course will emphasize the relationship of business to an individual's everyday life in American society. Students required to take BBG K101 should enroll prior to or in the first semester.. This course is open to all General Studies students as an elective. Certain restrictions apply to this course for business majors. Please refer to your program of study.

Prerequisites: None

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Course Text:

"**Foundations of Business**", 4e, by Pride, Hughes, & Kapoor. Published by Cengage Learning. ISBN 9781111580155.

Learning Outcomes and Course Objectives:

Utilizing various learning techniques and activities, you, the student, will acquire a fundamental understanding of business and develop selected skills to produce successful learning outcomes in the following areas:

- a. Understand the role of business (including e-commerce) in making goods and services available to consumers and how this role underwrites a standard of living in daily lives.
- b. To encourage an exploration of vocational interests by offering previews of business career opportunities.
- c. Understand the interrelationships between domestic and foreign markets, hence an appreciation for the term "globalization".
- d. Acquire a basic ability to identify financial resources and to understand their mechanics, value and sources.
- e. Learn about Marketing as a critical process in the American supply chain. (The 5 P's: People- Product-Placement-Pricing-Promotion).
- f. Explore various roles/functions of Human Resource Management.
- g. Consider the role of Manager as a problem solver through Planning, Organizing, Leading, Team Playing and Monitoring for measurement of effectiveness.
- h. Develop professional interpersonal skills through presentation of ideas and experiences in the classroom

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BBG K101
Schedule of classes on Wednesday Evenings

<u>Date</u>	<u>Topic</u>	<u>Chapter(s)</u>
1/28	Course Overview Exploring the World of Business/Economics Ethics & Social Responsibility	1 & 2
2/ 4	Exploring Global Business Overcoming Hurdles in Global Markets	3
2/11	Choosing a (Legal) form of Business Ownership	4
2/18	Small Business, Entrepreneurship & Franchises	5
2/25	Understanding the Management Process	6
3/4	Creating a Flexible Organization	7
3/11	Producing quality goods and services	8
3/18	No Class Spring Break	-----
3/25	Attracting/Retaining the Best Employees	9
4/1	Motivating and satisfying employees and teams	10
4/8	Building Customer Relationships	11
4/15	Creating & Pricing Successful Products	12
4/22	Distributing and Promoting Products	13
4/29	Exploring Social Media and e-business	14
5/6	Using Management and Accounting & Mastering Financial Management	15 &16
5/13	Final Exam Review	-----
5/20	Final Exam	-----

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College Withdrawal Policy:

A student may withdraw with the approval signature of his or her advisor until Feb 4

Disabilities Statement:

If you have a hidden or visible disability which may require classroom or test-taking modifications, please see the instructor as soon as possible. If you have not already done so, be sure to notify the disabled student counselor beforehand.

Attendance Policy:

Attendance at and participation in every complete class is required, with **one**, and **only one**, excused absence. Each class will begin **promptly** at 6:30 p.m. While genuine emergencies will be recognized, each absence **after the first** will result in a course grade point loss. Consistent late arrival/early departure (2) will be treated as an absence.

REMEMBER: You cannot possibly participate in class if you are absent.

Digication Statement:

As a student, you will maintain an online learning portfolio using a TRCC designed template. Through this electronic tool, you can see your own growth in college-wide learning. It may even help you to find major that is a match to you. You can keep this Digication account after graduation, too. A Three Rivers General Education Assessment Team will select random works and review them so that we can improve the college experience for all. Your name will not be attached to any of the assessment work; it is private. This tool will also be a “place” where you can connect your learning from the classroom, school, and life. Sometimes when you look at all of the work you have and think about it, you learn something else. In Digication, you will be able to make other portfolios, too. It’s like a file cabinet with the ability to have multiple but separate files. What is exciting about the electronic tool is when you look inside you will see you are developing in new ways! Look at your class outline to see what assignments to post into the TRCC Template; you may post your own choices, too. Have fun in learning!

Grading and Evaluation:

A. Final Course grades will be based on weighted scores as follows: (Plus/minus grades will be assigned)

Class Participation Grading..... 20 POINTS. 0 to 10 points will be added toward your final grade at the discretion of your instructor. Points will be given for grades on Chapter quizzes, grades for completed homework assignments, posing and responding to questions, arriving to class on-time and being attentive during class.

Ice Breaker.....	10 Points
Pop Quizzes.....	20 Points 5 points per quiz.
Case Studies.....	20 points, 5 points for 4 per case study
Final Exam.....	30
Total points 100	

B. NO MAKEUP EXAMS WILL BE GIVEN: In cases of serious emergency, special arrangements must be made with the Instructor

C. Homework will be assigned during each class.

Scoring Value:

<u>Grade</u>	<u>Equivalent</u>	<u>Quality Points</u>
A	94-100	4.0
A-	90-93	3.7
B+	87-89	3.3
B	83-86	3.0
B-	80-82	2.7
C+	77-79	2.3
C	73-76	2.0
C-	70-72	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F		0.0

(All questions concerning this grading summary are to be raised during the first class.)

Business Icebreaker- Presentation:

Each student is required to develop a (minimum) 15 minute to (maximum) 20 minute standup presentation on a relevant topic **clearly sourced from our text**; *e.g.*

<u>Topic</u>	<u>Source</u>
Small Business/Entrepreneurship.....	Text Chapter 5 (Could be a team project)
Global Business	Chapter 3
Information & E Business.....,,,	Chapter 14

Inclement Weather Cancellation(s):

College closings due to inclement weather will be announced on the College Website. Students are expected to check announcements for cancellation.

