

Three Rivers Community College  
Course Syllabus  
**Introduction to Business**

**Fall Semester 2008**

Professor: Larry A. Flick

**Office Hours:**

e-mail, chat, or phone

**Course Web Site**

<http://my.commnet.edu>

**How to Contact Your Professor:**

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**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:**

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

**Required Text:**

"**Business**", 9th Edition, by William M. Pride, Robert J. Hughes and Jack R. Kapoor  
Houghton Mifflin Company, Boston, 2002, Publisher, currently owned by Cengage Learning (get book with CD's included, you do not need the e-pack)

## **Grading:**

There will be five **exams** during the course. No make-up's will be given. You are required to take all 5 exams. The exams will cover the text and supplemental subjects introduced.

There will be three, one page, **written reports** on subjects assigned.

<b>Grading summary:</b>		
<b>Exams</b> <ul style="list-style-type: none"><li>• 5 Exams @ 12% each (no make-up's)</li></ul>	=	<b>60%</b>
<b>Written Reports (3 papers)</b> <ul style="list-style-type: none"><li>• Each one page written report is worth 10%</li></ul>	=	<b>30%</b>
<b>Participation:</b> <b>Classroom:</b> <ul style="list-style-type: none"><li>• Voluntary Questions</li><li>• Card System</li><li>• Possible Presentations</li></ul> <b>Online:</b> <ul style="list-style-type: none"><li>• Discussion Board Participation</li><li>• Attendance in Virtual Classroom, your Homepage, and time on task, hits to our site, etc.</li></ul>	=	<b>10%</b>

### **Online Participation:** (online classes only)

Your participation on the web site, discussion board, and in the virtual classroom is considered **very** important. To demonstrate your participation, visit the web site frequently, take practice exams, and utilize the discussion board and virtual classroom frequently. Class participation will count 10% of your final grade.

### **Honor Code:**

During this course all assignments (quizzes, written reports, & exams) will be the sole responsibility of the student. The student must adhere to a strict honor code and agree that all work is their own. Reports and exams are not to be collaborative efforts. Students must agree to write their own papers and take the exams according to the rules set forth.

### **Withdrawal Policy:**

A student who finds it necessary to discontinue a course must complete a "Withdrawal Request Form" in the Registrar's office. Students may withdraw from class without the instructor's signature through the tenth week of class. The signature of a faculty member or advisor is required from the beginning of the eleventh week until the end of the thirteenth week. Students who do not withdraw, but stop attending will be assigned an "F" signifying a failing grade. Eligibility for a refund of tuition is based upon the date of withdrawal when received by the Registrar. Verbal withdrawals cannot be accepted.

### **Disabilities Statement:**

If you have a hidden or visible disability which requires classroom or test-taking modifications, please see me as soon as possible. If you have not already done so, please be sure to register with John Perch, Disabled Student Counselor

# Introduction to Business

## Fall Semester 2008

### On-ground Class Schedule

Week	Week of:	Assignments:	Chapters / Papers, etc.
1	9/2	Introduction	Syllabus, Class Schedule, Web Site, Expectations, etc
	9/4	Ch 1	Exploring the World of Business
2	9/9		<b>Convocation</b>
	9/11	Ch 2	Being Ethical and Socially Responsible
3	9/16	Ch 3	Exploring Global Business
	9/18	Ch 4	Navigating the World of eBusiness
4	9/23	<b>Ch 1 - 4</b>	<b>1st Exam</b>
	9/25	Ch 5	Choosing a Form of Business Ownership
5	9/30	Ch 6	Small Business Entrepreneurship and Franchises
	10/2	Ch 7	Understanding the Management Process
6	10/7	Ch 8 <b>1st Paper Due</b>	Creating a Flexible Organization <b>Ethics and the Management Process</b>
	10/9	Ch 9	Producing Quality Goods & Services
7	10/14	<b>Ch 5 - 9</b>	<b>2nd Exam</b>
	10/16	Ch 10	Attracting and Retaining the Best Employees
8	10/21	Ch 11	Motivating and Satisfying Employees
	10/23	Ch 11	Motivating and Satisfying Employees
9	10/28	Ch 12 <b>2nd Paper Due</b>	Enhancing Union-Management Relations <b>Motivation</b>
	10/30	Ch 13	Building Customer Relationships Through Effective Marketing
10	11/4	Ch 14	Creating and Pricing Products that Satisfy Customers
	11/6	<b>Ch 10 - 14</b>	<b>3rd Exam</b>
11	11/11	Ch 15	Wholesaling, Retailing, and Physical Distribution
	11/13	Ch 16	Developing Integrated Marketing Communications
12	11/18	Ch 17 <b>3rd Paper Due</b>	Acquiring, Organizing, and Using Information <b>Marketing</b>
	11/20	Ch 18	Using Accounting Information
13	11/25		<b>No Class - Thanksgiving</b>
	11/27		<b>No Class - Thanksgiving</b>
14	12/2		Review for 4th Exam / Expansion Day
	12/4	<b>Ch 15 - 18</b>	<b>4th Exam</b>
15	12/9	Ch 19	Understanding Money Banking & Credit
	12/11	Ch 20	Mastering Financial Management
16	12/16	Ch 21	Understanding Securities Markets and Investments
	12/18	<b>Ch 19 - 21</b>	<b>5th Exam</b>