

INTRODUCTION to BUSINESS BBG K-101

COURSE SYLLABUS

This syllabus is subject to change; notice of any changes will ONLY be provided in class

Instructor: Professor G. Kent Harding
Class Room: D-221
Class Time: TR: 1:00PM – 2:15PM

Office Hours: MWF 11:00am - Noon
Office: Room C-148
Phone: (860) 215-9435

E-mail: kharding@trcc.commnet.edu

Course Prerequisites

- none

Course Description

Please see the TRCC course catalog for official description; the instructor’s description follows.

Introduction to Business, K-101, introduces the **core** concepts, language and terminology, tools and theory of business principally as practiced in the United States. As a survey of business concepts and terminology, this course introduces the business perspective to the non-business major. It surveys business topics in a contemporary manner and offers students a good foundation in how business operates in our capitalistic economic system. The course provides a conceptual understanding of the general business functions of management, human resources, marketing, finance and controls.

Learning Outcomes

Introduction to Business is designed to develop specific knowledge, skills and abilities. Upon successfully completing the course, the student should be able to:

- Identify the basic characteristics of a business (vs. non-profit organizations);
- Identify and explain the interaction between the many aspects of business functions such as ethics, management, organization structure, personnel, marketing, and finance:
- Have an understanding of basic business vocabulary;
- Identify decision making methods and procedures used by people in business; and
- Improve their personal development by practicing critical thinking and communications skills..

Required Texts and other Materials/Supplies

Foundations of Business, 2ed. by Pride, Hughes and Kapoor; Published by South-Western CENCAGE Learning

Performance (Grade) evaluation

Students will be evaluated using the following with related points applied to computing the final grade:

Exams - The best 3 of 4 exams (100 pts each)	=	75 pts
PARTICIPATION including Oral Quizzes -		
-1 - absent;		
0 – not called upon, not prepared or poor response	=	30 pts
1 - satisfactory;		
2- excellent		
TOTAL POINTS	=	105 pts

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Attendance

No consideration for attendance or lack of attendance will be considered in determining the student's final grade. However certain grade components (for example quizzes) will require your presence in class. An attendance sheet containing the names of all currently registered students will be distributed for the student's signature within approximately 15 minutes of the start of each class and will be available during class. **IF YOU DO NOT SIGN IT AFTER YOUR NAME ON THE DATE OF THE CLASS YOU DID NOT ATTEND THE CLASS!** This sheet will be the only evidence of attendance in this course and will be used to document your attendance for financial aid or other externally required purposes. It may also be used to substantiate the reason for a poor or failing grade performance.

Grading

THERE ARE NO MAKE-UP OR EXTRA-CREDIT OPTIONS

One exam and quiz (the lowest grade) will be dropped to accommodate an unanticipated absence

TESTS, PROJECTS AND QUIZZES WILL BE DISTRIBUTED AND COLLECTED ON THE DATES SHOWN IN THE INCLUDED COURSE ASSIGNMENT SHEET OR AS MAY BE ANNOUNCED IN CLASS. NO ASSIGNMENT WILL BE ACCEPTED AFTER THE CLASS FOLLOWING THE ORIGINALLY SCHEDULED DUE DATE WITHOUT MAKING PRIOR ARRANGEMENTS WITH THE INSTRUCTOR. You may return a test, project or quiz after the designated due date but no later than the beginning of the class in which the graded test, project or quiz is returned **ONLY IF** you make appropriate arrangements with the instructor **PRIOR TO OR WITHIN 24 HOURS** of the class during which the test, project or quiz is distributed. Notice may be provided by e-mail or phone message.

All graded assignments will be graded on a 100 point scale. The final grade will be determined by totaling the points the student earned in each category (exams, quizzes & projects) and dividing that total by the total possible points for the respective category to produce a percentage value. That percentage will be multiplied by the weighted value for its category (60 or 40 points), the results for all categories then totaled and the resulting numeric value converted into a letter grade according to the following:

LETTER	BASE	-	+
A	93 -100	90 - 92	NONE
B	83 - 86	80 - 82	87 - 89
C	73 - 76	70 - 72	77 - 79
D	63 - 66	60 - 62	67 - 69
F	BELOW 60 POINTS		

Due Dates

Due dates are as shown in the attached assignment sheet(s) and are subject to change. Changes will only be announced in class. The student is responsible for maintaining currency on all assignment due dates. If a class is cancelled for some reason, expect to do the work and turn in any assignments associated with the cancelled class in the following session. The student may obtain an assigned test by postal mail (e-mail corrupts some content and may therefore not be available) and may return an assigned test by postal mail if and only if arrangements, including the student's mailing address, have been made with the instructor sufficiently far in advance (at least one week). Only students having previously submitted a disability release will be granted any accommodation (generally extended time or relocation) for in-class assignments. No accommodation will be given for take home assignments.

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Academic Honesty

All students are expected to adhere to the institutional policies pertaining to student conduct as describe in college catalog. Each graded assignment will include the following statement: "I have neither given nor received any assistance from or to any source or person not authorized by my instructor." Signed (and your signature). Violation of this agreement will result in the immediate removal from this course and a grade of F.

College Policies

THIS SYLLABUS IS A SUPPLEMENT OF AND IS SUBORDINATE TO THREE RIVERS COMMUNITY COLLEGE'S (TRCC) POLICY AND PROCEDURES DOCUMENTS – THE STUDENT HANDBOOK, THE COLLEGE CATALOG AND ALL OTHERS – EITHER PRINTED OR AVAILABLE ON THE COLLEGE'S WEB SITE. TRCC POLICIES AND PROCEDURES SHALL BE THE FINAL BASIS FOR RESOLVING ALL ISSUES PERTAINING TO THE STUDENT'S PARTICIPATION IN THIS COURSE AND SHALL OVERRIDE ANY CONFLICTING COMPONENTS OF THIS SYLLABUS, INCLUDING ANY ATTACHED DOCUMENTS.

Accommodations

Accommodations for disabilities, religious practices or other reasons will be granted in accordance with TRCC policies and procedures. The student is responsible for following those procedures and providing the instructor with the appropriate documentation necessary to provide the requested accommodation.

ATTACHMENTS:

- **Course assignment sheet**

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Class Schedule

Fall Semester 2015 REVISED 08/25/15

Introduction to Business BBG-K101 (CRN32234)

Class No.	DATE	Reading Assignments	Description
1	1-Sep	Introduction	Syllabus, Class Schedule, Web Site, Expectations, etc
2	3-Sep	Chapter 1	Exploring the World of Business and Economics
3	8-Sep	Chapter 1	Exploring the World of Business and Economics
4	10-Sep	Chapter 1	Exploring the World of Business and Economics
5	15-Sep	Chapter 2	Being Ethical and Socially Responsible
6	17-Sep	Chapter 2	Being Ethical and Socially Responsible
7	22-Sep	Chapter 3	Exploring Global Business
8	24-Sep	Chapter 3	Exploring Global Business
9	29-Sep	Chapter 4	Choosing a Form of Business Ownership
10	1-Oct	Chapter 4	Choosing a Form of Business Ownership
		TEST #1 DISTRIBUTED - CHAPTERS 1, 2, 3 & 4	
11	6-Oct	TEST #1 DUE	
		Chapter 5	Small Business Entrepreneurship and Franchises
12	8-Oct	Chapter 5	Small Business Entrepreneurship and Franchises

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13	13-Oct	Chapter 6	Understanding the Management Process
14	15-Oct	Chapter 6	Understanding the Management Process
15	20-Oct	Chapter 7	Creating a Flexible Organization
16	22-Oct	Chapter 7	Creating a Flexible Organization
17	27-Oct	Chapter 8	Producing Quality Goods & Services
18	29-Oct	Chapter 8	Producing Quality Goods & Services
		TEST #2 DISTRIBUTED - CHAPTERS 5, 6, 7 & 8	
19	3-Nov	TEST #2 DUE	
		Chapter 9	Attracting and Retaining the Best Employees
20	5-Nov	Chapter 9	Attracting and Retaining the Best Employees
21	10-Nov	Chapter 10	Motivating and Satisfying Employees and Teams
22	12-Nov	Chapter 10	Motivating and Satisfying Employees and Teams
23	17-Nov	Chapter 11	Building Customer Relationships Through Effective Marketing
24	19-Nov	Chapter 11	Building Customer Relationships Through Effective Marketing
	24-Nov	PRE-TANKSGIVING MAKE-UP DAY - NO CLASS	
	26-Nov	THANKSGIVING HOLIDAY - NO CLASS	

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25	1-Dec	Chapter 12	Creating and Pricing Products that Satisfy Customers
26	3-Dec	Chapter 12	Creating and Pricing Products that Satisfy Customers
		TEST #3 DISTRIBUTED - CHAPTERS 9, 10, 11 & 12	
27	8-Dec	TEST #3 DUE	
		Chapter 13	Distributing and Promoting Products
28	10-Dec	Chapter 13	Distributing and Promoting Products
29	15-Dec	Chapter 15	Using Accounting Information
30	17-Dec	Chapter 15	Using Accounting Information
		TEST #4 DISTRIBUTED - CHAPTERS 13, 14, 15 & 16	
#REF!	#REF!	NO CLASS	
#REF!	#REF!	TEST #4 - DUE	