Three Rivers Community College

Syllabus

Introduction to Business - BUS K101

Spring Semester 2008

Tuesday Evenings

6:30 to 9:15 PM

Mohegan Campus – Room 300

Instructor: Armand Giroux MBA

Phone: (860) 739 - 9227
UNTIL 9 PM

Email: lisarm8@sbcglobal.net

Academic Calendar Notes:

Tuesday, January 29	**This Class Begins**
March 17 – 23	**Spring Break, Classes not in session**
April 29	**Last Day to withdraw from class**
May 6	**Last Day for this Class**

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 BUS K101 should enroll prior to or in the first semester in which they take an ACC, BMG or BMK course.

Text:

" BUSINESS" - Pride - Hughes- Kapoor, 9th Edition, Copyright 2008, Houghton Mifflin-Publishers. (Supplemental Readings may be provided or assigned by the instructor, as appropriate, during the course).

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 of the term "globalization".

d. Acquire a basic ability to identify financial resources and to understand their mechanics.

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.

Schedule of classes: Tuesday Evenings

Week Number	Topic	Chapter(s)
1	Course Overview Exploring the World of Business/Economics Ethics & Social Responsibility	 1 & 2
2	Exploring Global Business Overcoming Hurdles in Global Markets	3
3	Navigating the "E-Business" World	4
4	Forms of Business Ownership Small Business, Entrepreneurship & Franchises	5 & 6
5	**Exam** Understanding the Management Process	 7
6	Creating a Flexible Organization Attracting/Retaining the Best Employees Motivating & Satisfying Employees	8, 10 & 11
7	Producing Quality Goods & Services	9
8	Union – Management Relations	12
9	Effective Marketing/Building Customer Relationships Creating & Pricing Successful Products **Mid Term EXAM**	13 14
10	Wholesaling, Retailing & Physical Distribution	15
11	Integrated Marketing Communications Information Management	16 & 17
12	Accounting, Money, Banking & Credit	18 & 19
13	Financial Management Securities Markets & Investments	 20 & 21
14	Overall Course Review	
15	Final Exam	

College Withdrawal Policy:

A student may withdraw with the additional signature of his or her advisor until April 29.

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**, exception. 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.

Grading and Evaluation:

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

Initial Exam……...…….15 %
Presentation of "Business Icebreaker"……25 % (See page 5)
Class Participation……..10 %
Mid Term Exam……...…….. 20 %
Final Exam……..30%

B. **NO MAKEUP EXAMS WILL BE GIVEN:** In cases of serious emergency, special arrangements must be made with the Instructor. If approved, all makeup exams must be taken within 1 week and will be assigned a 10 point **exam grade** penalty.

C. Scoring Value:

Grade	Equivalent	Quality Points
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	63-66	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 stand up presentation on a relevant topic **clearly sourced from our text;** *e.g.*

Topic	**Source**
E-Business…….	Text Chapter 4 (Could be student team project)*
Franchising ……..……	5 & 6
Marketing ……	13 & 14
Information Acquisition & Management	17
Human Resources……..	10-12

* Should (no more than) 2 students decide to team up, subtopics must be distinct within a general topic such as: World Wide Web or Intranet/Extranet as part of the Internet.

Individual grades will be assigned by the instructor "on the spot". A class vote will be taken regarding the desirability/value of a **non-binding** peer evaluation.

REMINDERS: The best way to successfully digest an elephant is …ONE BITE AT THE TIME!!! a l s o SUCCESS IS THE MEETING OF PREPARATION AND OPPORTUNITY…..AND…ALWAYS IN THAT ORDER!!!

GOOD LUCK IN THE COURSE