

# Three Rivers Community College

Fall 2014

Syllabus

BBG 101

Introduction to Business

<b>Instructor:</b>	<b>Peter Edmondson</b>
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<b>Office Location:</b>	<b>Three Rivers Community College Room C132</b>
<b>Office Hours:</b>	<b>Mondays 2:00 - 3:30 Thursdays 2:30 - 4:00</b>

**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 communication skills.

**Teaching Methods:**

1. Lecture & Discussion: Important material from the text and outside sources will be covered in class. Students should plan to take careful notes as not all material can be found in the text or readings.
2. Exams: There will be 4 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 exam will be closed book/notes and will cover the assigned readings and material discussed in class.
3. Homework: Homework will be assigned throughout the course. Students are required to complete and submit homework assignments on time (usually the next class period unless specified otherwise).

4. You are responsible for staying informed on all assignments, expectations, and class procedures. All homework assignments will be listed in Blackboard Vista. If you miss a class, please refer to Blackboard Vista for your homework assignment, or email me to ask for the assignment.

### Evaluation Procedures:

Your final grade will be determined by a combination of the following:

Homework	10%
Exams	60%
Class participation/attendance	10%
Papers-2	20%

### Final Grade Scale:

A	=	94 - 100	D	=	64 - 66
A-	=	90 - 93	D-	=	60 - 63
B+	=	87 - 89	F	=	00 - 59
B	=	84 - 86			
B-	=	80 - 83			
C+	=	77 - 79	W	=	Withdrawal
C	=	74 - 76	I	=	Incomplete
C-	=	70 - 73	P / F	=	Pass / Fail
D+	=	67 - 69	AU	=	Audit

### Digication – TRCC Online Learning Portfolio

All students are required to maintain an online portfolio. Students will upload at least one assignment from this course to digication. Further guidance will be provided.

### **College Withdrawal Policy:**

A verbal “drop or withdrawal” from course(s) will be accepted in accordance with the designated withdrawal deadlines outlined in TRCC’s calendar. 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.

### **Instructor’s Attendance Policy:**

Consistent attendance at class sessions is crucial to success in this course. Class instruction provides an opportunity for you to observe, ask questions, and participate in discussions. Therefore, you are expected to attend all classes in order to receive full benefit from this course. Attendance tends to have a strong influence on a student’s successful completion of the course.

### **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.

You must submit your own work. If it is determined that you have submitted another student’s work as your own, disciplinary action will be brought against both you and the other student. Academic dishonest will not be tolerated.

### **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 the instructor prior to class so that together they can arrive at an agreement.

### **Disabilities and Learning Difference Statement:**

If you have a question regarding a disability that may affect your progress in this course, please contact one of the college’s Disability Service Providers as soon as possible. Chris Scarborough (892-5751) generally works with students who have learning disabilities or ADHD. Matt Liscum (383-5240) generally works with students who have physical, visual, hearing, medical, mobility, and psychiatric disabilities.

**Early Warning Policy:**

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

**Notification of Cancelled Class:**

If circumstances allow, I will email the class using your TRCC email address. Obviously, if the College has announced a full college closing, I will not be in attendance.

**Additional Comments:**

There will also be out-of-class homework assignments throughout the semester which will require the use of a computer. If you do not have a computer at home, there is a computer lab available for student use for both day and evening hours Monday through Sunday. See the computer lab attendant for specific hours of operation.

**Login Instructions:**

The College computer logon procedure is as follows: Username will be their banner id without the @.

- Password is Mmm&xxxx where Mmm is the first 3 letters of month of birth (with initial capitalization) and the xxxx is the last 4 numbers of the social security number.
- **Log on to:** Must be **STARS**

**Disclaimer:**

I reserve the right to revise information contained in this syllabus. Changes, if any, will be announced in class.

## TENTATIVE SCHEDULE, FALL 2014

Week 1	Welcome, Introductions, Syllabus Ch. 1 – Exploring the World of Business and Economics
Week 2	Ch. 2 - Being Ethical and Socially Responsible Ch. 3 – Exploring Global Business
Week 3	Ch. 4 – Choosing a Form of Business Ownership Ch. 5 – Small Business, Entrepreneurship, and Franchises
Week 4	Exam 1 – Ch. 1 - 5
Week 5	Ch. 6 – Understanding the Management Process Ch. 7 – Creating a Flexible Organization
Week 6	Ch. 8 – Producing Quality Goods and Services Ch. 9 – Attracting and Retaining the Best Employees Paper 1 due - Motivation
Week 7	Ch. 10 – Motivating and Satisfying Employees and Teams
Week 8	Exam 2 – Ch. 6 - 10
Week 9	Ch. 11 – Building Customer Relationships through Effective Marketing Ch. 12 – Creating and Pricing Products the Satisfy Customers
Week 10	Ch. 13 – Distributing and Promoting Products Paper 2 due - Marketing
Week 11	Exam 3 – Ch. 11 - 13
Week 12	Ch. 14 – Understanding Information and e-Business Ch. 15 – Using Accounting Information
Week 13	Exam 4 – Ch. 14,15
Week 14	Make up class if needed