

Three Rivers Community College

SYLLABUS

Introduction to Business – BBG K101

Fall Semester 2013

Monday Evenings

6:30 to 9:15 PM

Room D 104

Instructor: Armand Giroux MBA

**Phone: (860) 739 - 9227
UNTIL 9 PM**

Email: lisarm8@sbcglobal.net

Academic Calendar Notes:

**Monday, August 26
September 2
November 28 – December 1
December 10**

**This Class Begins
Labor Day - No Class
Thanksgiving Recess
Last Day to withdraw from 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 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.

Text:**Required Text:**

"**Foundations of Business**", **3e**, by Pride, Hughes, & Kapoor. Published by Cengage Learning. ISBN 9781111580155. As an option, you may wish to purchase the digital version of the text at CengageBrain.com. The ISBN # for the MindTap digital version is 9781285382388.

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.

BBG K101

Schedule of classes on Monday Evenings

<u>Date</u>	<u>Topic</u>	<u>Chapter(s)</u>
8/26	Course Overview Exploring the World of Business/Economics Ethics & Social Responsibility	1 & 2
9/9	Exploring Global Business Overcoming Hurdles in Global Markets	3
9/16	Choosing a (Legal) form of Business Ownership	4
9/23	Small Business, Entrepreneurship & Franchises	5
9/30	Initial Exam Understanding the Management Process	6
10/7	Creating a Flexible Organization Attracting/Retaining the Best Employees	7 & 9
10/14	Motivating & Satisfying Employees	10
10/21	Mid Term Exam - Producing Quality Goods and Services	8
10/28	Building Customer Relationships	11
11/4	Creating & Pricing Successful Products	12

11/11	Distributing and Promoting Products	13
11/18	Understanding Information & E Business	14
11/25	Accounting & Its Uses	15
12/2	Financial Management	16
12/9	Overall Course Review	
12/16	Final Exam	

College Withdrawal Policy:

A student may withdraw with the approval signature of his or her advisor until December 10.

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.

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 Below)
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:

<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	63-66	1.0	(All questions concerning this grading summary are to be raised during the first class.)
D-	60-63	0.7	
F		0.0	

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	

* Should (no more than) 2 students decide to team up, subtopics must be distinct within

a general topic such as: Student 1=Small Business; Student 2= Entrepreneurship

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

Syllabus Addendum

Three Rivers Community College Class Cancellation Procedure

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.

•

