

Introduction to Business BBG K111

Spring, 2009, Course Syllabus distributed by Associate Professor G. Kent Harding

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

Course Description: 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.

Course Objectives:

1. To develop an understanding of core business characteristics – What is a business?.
2. To examine how business institutions operate in today's political, social and economic environment.
3. To provide a general introduction to the elements and characteristics of business enterprise.
4. To examine the many aspects of business functions such as ethics, management, organization structure, personnel, marketing, finance.
5. To broaden the student's understanding of the American free enterprise system.
6. To expand and enrich the student's understanding of **business vocabulary**.
7. To review the methods and procedures used by people in business to arrive at effective decisions.
8. To assist in the student's personal development by practicing critical thinking and communications skills.

Required Text: Foundations of Business, 1st Edition, by William M. Pride, Robert J. Hughes & Jack R. Kapoor - Houghton Mifflin Company, Boston, 2009, Publisher

GRADING:

THERE ARE NO MAKE-UPS OR EXTRA-CREDIT OPTIONS

(Grading is subject to change. Changes will be communicated as soon as possible.)

EXAMS - There will be four Exams during the course. **The exam with the lowest score will be dropped.** The exams will cover the text and supplemental subjects introduced in the classroom. These exams will count for **60 points** toward your final grade as detailed below.

Participation – participation consists of points for the correct answer to quizzes, direct questions and the quality of your contribution to classroom discussion. You may earn a maximum of **35 points** and will be evaluated on a scale of **-1 to 2** (see grading summary chart on the following page).

Chapter outlines – You may receive a maximum of 2 points for each written chapter outline submitted on the date due; point assignment is as follows as follows:

- ➔ 0 – nothing or unacceptable submittal;
- ➔ 1 - incomplete or partial submittal (instructor's judgment)
- ➔ 2 – Acceptable submittal.

Three Rivers Community College

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Grading summary:		
Exams - The best 3 of 4 exams (100 pts each)	=	60 pts
PARTICIPATION - (Based on 25 satisfactory responses):	=	35 pts
-1 - absent;		
0 – not called upon, not prepared or poor response		
1 - satisfactory;		
2- excellent		
Chapter Outlines	=	15 pts
TOTAL POINTS	=	110 pts