

Three Rivers Community College
Course Syllabus
Introduction to Business
Spring Semester 2012
On-Ground

Professor: Larry A. Flick

Office Hours:

e-mail, phone, or as posted at office
C172

Course Web Site

<http://my.commnet.edu>

How to Contact Your Professor:

College # 860-383-5277
Home # 860-635-0044
Cell Phone # 203-858-6672
E-
Mail: lflick@trcc.commnet.edu (please
use Vista e-mail)

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:

- To examine how business institutions operate in our modern, political, social and economic environment.
- To provide a general background in the elements and characteristics of business enterprise.
- To provide an atmosphere in which you can relate personal business experience and philosophies.
- To clarify the many aspects of business functions such as ethics, management, organizations, personnel, marketing, finance.
- To broaden your understanding of the American free enterprise system.
- To expand and enrich your **business vocabulary**.
- To create an awareness of the varied career opportunities in business and aid in selecting a vocation or enhance the vocation already selected.
- To review the methods and procedures used by people in business to arrive at effective decisions.

- To assist in your personal development by practicing critical thinking and communications skills.

Required Text:

"Foundations of Business", 3e, by Pride, Hughes, & Kapoor. Published by Cengage Learning (2011). ISBN 9780538744515

Grading:

There will be four **exams** during the course. No make-up's will be given. You are required to take all 4 exams. The exams will cover the text and supplemental materials introduced.

There will be three, one page, **written reports** on subjects assigned.

Grading summary:		
Exams <ul style="list-style-type: none"> • 4 Exams @ 10% each (no make-up's) 	=	40%
Written Reports (3 papers) <ul style="list-style-type: none"> • Each one page written report is worth 10% 	=	30%
Class Presentations <ul style="list-style-type: none"> • Written Report Presentations • Chapter Group Presentations 	=	20%
Attendance & Participation	=	10%

Honor Code:

During this course all assignments (quizzes, written reports, & exams) will be the sole responsibility of the student. The student must adhere to a strict honor code and agree that all work is their own. Reports and exams are not to be collaborative efforts. Students must agree to write their own papers and take the exams according to the rules set fourth.

Withdrawal Policy:

A student who finds it necessary to discontinue a course must complete a "Withdrawal Request Form" in the Registrar's office. Students may withdraw from class without the instructor's signature through the tenth week of class. The signature of a faculty member or advisor is required from the beginning of the eleventh week until the end of the thirteenth week. Students who do not withdraw, but stop attending will be assigned an "F" signifying a failing grade. Eligibility for a refund of tuition is based upon the date of withdrawal when received by the Registrar. Verbal withdrawals cannot be accepted.

Disabilities Statement:

If you have a hidden or visible disability which requires classroom or test-taking modifications, please see me as soon as possible. If you have not already done so, please be sure to register with our TRCC Disabled Student Counselor.

Introduction to Business

Spring Semester 2012

On-ground Class Schedule

Week	Class Dates:	Assignments:	Chapters / Exams, Papers, etc.
1	1/19	Introduction	Syllabus, Class Schedule, Web Site, Expectations, etc
2	1/24	Ch 1	Exploring the World of Business & Economics
	1/26	Ch 2	Being Ethical and Socially Responsible
3	1/31		☀ Group Presentations on Chapters 1 & 2
	2/2	No Class	Professional Day for Faculty
4	2/7	Ch 3	Exploring Global Business
	2/9	Ch 4	Choosing a Form of Business Ownership
5	2/14		☀ Group Presentations on Chapters 3 & 4
	2/16	Ch 1 - 4	1st Exam
6	2/21	Ch 5	Small Business, Entrepreneurship, and Franchises

	2/23	Ch 6	Understanding the Management Process
7	2/28		☀ Group Presentations on Chapters 5 & 6
	3/1	1st Paper	Ethics and the Management Process (due in class 3/1) ☀ Present your papers
8	3/6	Ch 7	Creating a Flexible Organization
	3/8	Ch 8	Producing Quality Goods & Services
9	3/13		☀ Group Presentations on Chapters 7 & 8
	3/15	Ch 5 - 8	2nd Exam
10	3/20	no class	Spring Break
	3/22		
11	3/27	Ch 9	Attracting and Retaining the Best Employees
	3/29	Ch 10	Motivating and Satisfying Employees & Teams
12	4/3		☀ Group Presentations on Chapters 9 & 10
	4/5	2nd Paper	Motivation - What is it and how do you create it? (due in class 4/5) ☀ Present your papers
13	4/10	Ch 11	Building Customer Relations Through Effective Marketing
	4/12	Ch 12	Creating & Pricing Products that Satisfy Customers
14	4/17		☀ Group Presentations on Chapters 11 & 12
	4/19	Ch 9 - 12	3rd Exam
15	4/24	Ch 13	Distributing & Promoting Products
	4/26	Ch 14	Understanding Information and eBusiness
16	5/1		☀ Group Presentations on Chapters 13 & 14
	5/3	3rd Paper	Marketing - How do you bring a product to market? (due in class 5/3)
		Ch 15	Using Accounting Information
17	5/8	Ch 16	Mastering Financial Management
	5/10	Ch 13 - 16	4th Exam