

Three Rivers Community College
Course Syllabus
Introduction to Business
Spring Semester 2012
Online

Professor: Larry A. Flick

Office Hours: e-mail, or phone

Course Web Site <http://my.commnet.edu>

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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 @ 12.5% each (no make-up's) 	=	50%
Written Reports (3 papers)		
<ul style="list-style-type: none"> • Each one page written report is worth 10% 	=	30%
Discussion Board:		
<ul style="list-style-type: none"> • Discussion Board Questions 	=	20%

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

Online Class Schedule

Week	Week Dates:	Assignments:	Chapters / Exams, Papers, etc.
1	1/23 to 1/29	Introduction	Review of Syllabus & Class Schedule, Explore Web Site, understand how to use the Discussion Board, how and where to submit assignments, how to communicate through the Blackboard Learn eMail system, submittal of your commitment to our Honor Code & short bio. & picture...Also please view a short video introduction by clicking here .
2	1/30 to 2/5	Ch 1 View Ch 2 View	Exploring the World of Business & Economics Ch. 1 - eLecture Being Ethical and Socially Responsible Ch. 2 - eLecture
3	2/6 to 2/12	Ch 3 View Ch 4 View	Exploring Global Business Ch. 3 - eLecture Choosing a Form of Business Ownership Ch. 4 - eLecture
4	2/13 to 2/19	Ch 1 - 4	1st Exam (available from Thurs. 2/16/12 at 9:00 am to Sun. 2/19/12 midnight)
5	2/20 to 2/26	Ch 5 View Ch 6 View View	Small Business, Entrepreneurship, and Franchises Ch. 5 - eLecture Understanding the Management Process Ch6. - eLecture Definition of Management
6	2/27 to 3/4	1st Paper	Ethics and the Management Process (due Sun. 3/4/12 midnight)
7	3/5 to 3/11	Ch 7 View Ch 8 View	Creating a Flexible Organization Ch. 7 - eLecture Producing Quality Goods & Services Ch. 8 - eLecture
8	3/12 to 3/18	Ch 5 - 8	2nd Exam (available from Thurs. 3/15/12 at 9:00 am to Sun. 3/18 /12 midnight)
9	3/19 to	No Classes	Spring Break

	3/25		
10	3/26 to 4/1	Ch 9 View Ch 10 View	Attracting and Retaining the Best Employees Ch. 9 - eLecture Motivating and Satisfying Employees & Teams Ch. 10 - eLecture
11	4/2 to 4/8	2nd Paper	Motivation - What is it and how do you create it? (due 4/8/12 midnight)
12	4/9 to 4/15	Ch 11 View Ch 12 View	Building Customer Relations Through Effective Marketing Ch 11 - eLecture Creating & Pricing Products that Satisfy Customers Ch. 12 - eLecture
13	4/16 to 4/22	Ch 9 - 12	3rd Exam (available from Thurs. 4/19/12 at 9:00 am to Sun. 4/22/12 midnight)
14	4/23 to 4/29	Ch 13 View Ch 14 View	Distributing & Promoting Products Ch. 13 - eLecture Understanding Information and eBusiness Ch. 14 - eLecture
15	4/30 to 5/6	3rd Paper	Marketing - How do you bring a product to market? (due 5/6/12 midnight)
16	5/7 to 5/13	Ch 15 View Ch 16 View	Using Accounting Information Ch. 15 - eLecture Mastering Financial Management Ch. 16 - eLectures
		Ch 13 - 16	4th Exam (available from Monday 5/7/12 at 9:00 am to Thurs. 5/10/12 midnight)