

Three Rivers Community College
Course Syllabus
Introduction to Business
Fall Semester 2011

Instructor: Walter Patrick

Office Hours:

Before or after class

Course Web Site:

<http://my.commnet.edu>

How to Contact your Instructor:

Home: 860-889-3542, before 9 PM

E-Mail: walterp608@aol.com

Time and Place:

M/W/F 9:00 am – 9:50 AM
Room#D122

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 an atmosphere in which you can relate personal business experience and philosophies.
- To clarify the many aspects of business function such as ethics, management, organizations, personnel, marketing, and finance.
- To increase your understanding of free enterprise systems.
- 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 communication skills.

Syllabus Continued

Required Text:

“Foundations of Business” 2nd Edition by Pride, Hughes, and Kapor. Published by Houghton Mifflin, Cengage Learning. ISBN #978-0-538-74451-5

Grading:

| | |
|---------------------|-----------------|
| Chapter Quizzes | 20 points |
| Homework | 20 points |
| Final exam | 40 points |
| Class participation | 15 points |
| Perfect Attendance | <u>5 Points</u> |
| Total points | 100 = A |

Class participation consists of active participation during class and oral presentations from Case Studies as assigned.

Attendance Policy:

Perfect attendance will result in 50 points being added to the total course average. One absence and 3 points will be added to course average. Two absences and 0 points will be added to total course average. Three absences and 3 points will be deducted from total course average. Four absences and 5 points will be subtracted from total course average.

Honor Code:

During this course, all assignments (quizzes, written reports and 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 paper and take the exams according to the rules set forth.

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 will not be accepted.

Syllabus Continued

Disabilities Statement:

If you have a hidden or visible disability that 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 Mr. John Perch, Disabled Student Counselor.

Student Evaluation:

| | | | |
|---------------|----------|-----------|-----------------|
| 94-100 | = | A | A- 90-93 |
| 87-89 | = | B+ | B 83-86 |
| 80-82 | = | B- | C+ 77-79 |
| 73-76 | = | C | C- 70-72 |
| 67-69 | = | D+ | D 63-66 |
| 62 | = | F | |

Schedule of Classes:

| | |
|----------|--|
| Week 1 | Class introductions, syllabus review, administrative issues, web sites, course expectations, review of study habits. |
| Week 2 | Chapter 1, Exploring the world of business and economics. |
| Week 3 | Chapter 2, Being ethical and socially responsible. No class on Labor Day Sept 5. |
| Week 4 | Chapter 3, Exploring global business. |
| Week 5 | Chapter 4, Choosing a form of business ownership. |
| Week 6 | Chapter 5, Small business, entrepreneurship and franchises. |
| Week 7 | Chapter 6, Understanding the management process. |
| Week 8 | Chapter 7, Creating a flexible organization. |
| Week 9 | Chapter 8, Producing quality goods and services. |
| Week10 | Chapter 9, Attracting and retaining the best employees. |
| Week 11 | Chapter 10, Motivating and satisfying employees and teams. |
| Week 12 | Chapter 11, Building customer relationships through effective marketing. |
| Week 13 | Chapter 12&13, Creating and pricing products that satisfy customers and Distributing and promoting products. |
| Week 14 | Chapter 14&15, Understanding information and e-business and using accounting Information. |
| Week 15 | Chapter 16, Mastering Financial management. |
| Week 16. | Review for final exam. |
| Week 16, | 16 December Final Exam. Dec 29, grades available on web. |