

**Three Rivers Community College**  
**Course Syllabus**  
**Introduction to Business**  
Fall Semester 2010

**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](mailto:walterp608@aol.com)**

**Time and Place:**

**Mondays 6:30 PM to 9:15 PM**  
**Room E204**

**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” 2<sup>nd</sup> Edition by Pride, Hughes, and Kapor. Published by Houghton Mifflin, Cengage Learning. ISBN #978-0-538-74451-5

### **Grading:**

There will be two exams; (POP) quizzes	10 points (20 points)
Home Work	15 points
Final exam	40 points
Class participation	15 points
Perfect Attendance	<u>10 Points</u>
Total points	100 = A

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

### **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 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:

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

### Schedule of Classes:

- Week 1, 8-30 Class introductions, syllabus review, administrative issues, web sites, course expectations, review of study habits.
- Week 2, 9-6 Labor Day, College closed.
- Week 3, 9-13 Chapter 1, Exploring the world of Business and Economics.
- Week 4, 9-20 Chapter 2, Being ethical and socially responsible.
- Week 5, 9-27 Chapter 3, Exploring global business.
- Week 6, 10-4 Chapter 4, Choosing a form of business ownership.
- Week 7, 10-11 Chapter 5, Small business, entrepreneurship and franchises.
- Week 8, 10-18 Chapter 6, Understanding the management process.
- Week 9, 10-25 Chapter 7, Creating a flexible organization.
- Week 10, 11-1 Chapter 8, Producing quality goods and services.
- Week 11, 11-8 Chapter 9, Attracting and retaining the best employees.
- Week 12, 11-15 Chapter 10 Motivating and satisfying employees and teams.
- Week 13, 11-22 Chapter 1, Building customer relationships through effective marketing.
- Week 14, 11-29 Chapter 1, Creating and pricing products that satisfy customers.
- Week 15, 12-6 Chapters 13&14, Distributing and promoting products. Understanding Information and E-business..
- Week 16, 12-13 Chapters 15&16. Using accounting information and mastering financial management.
- Week 17, 12-20 **Final Exam.**