

Syllabus

Introduction to Business

BBG 101

Three Rivers Community College

Instructor: Peter Edmondson

Phone: 860-383-5259

Email: pedmondson@trcc.commnet.edu

Office C132

Office Hours: Monday 1:30 – 3:30 and Thursday 3:00 – 4:00

Or by Appointment

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:

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

Grading:

There will be four exams during the course. No make-up exams will be given. You are required to take all 4 exams. The exams will cover information from the textbook and any supplemental subjects introduced. For grading purposes, I will count 3 of the 4 exams – dropping the lowest exam score. The fourth exam cannot be dropped as the lowest exam score. Therefore, you are required to take the fourth exam. If you miss one of the first three exams, that exam will obviously be dropped as your lowest score.

Homework assignments are generally due the following class session, unless instructed otherwise. Grades on assignments not submitted by due date will be given a lowered grade. You are responsible for staying informed on all assignments, expectations and class procedures.

Grading summary:

Exams (compilation of 3 of the 4 exams)	70%
Class participation	15%
Homework Assignments	15%

Final Grade Scale:

A	=	94 - 100	C	=	73 - 76			
A-	=	90 - 93	C-	=	70 - 72	W	=	Withdrawal
B+	=	87 - 89	D+	=	67 - 69	I	=	Incomplete
B	=	83 - 86	D	=	63 - 66	P / F	=	Pass / Fail
B-	=	80 - 82	D-	=	60 - 62	AU	=	Audit
C+	=	77 - 79	F	=	00 - 59			

Attendance Policy:

Attendance is essential to success in this course. A critical understanding of business related issues is achieved via in-class discussions and projects. You are expected to attend all classes in order to receive full benefit from instruction, in-class work, lectures, discussion, handouts, and guest speakers.

Exams cover more than assigned text readings. Exams cover everything presented in class.

If you miss a class, it is your responsibility to find out what was covered during your absence and what was assigned for homework.

Additionally, part of your grade is based upon participation/in-class assignments. Promptness is noted.

Classroom Policy:

I respect you and expect respect from you. Being a mature college student entails responsibility. This means you are responsible for yourself, your education, your assignments, your behavior, your attitude, your timeliness, and your contributions to the classroom atmosphere. I expect all students to be prompt, attentive, prepared, supportive of their classmates, and contribute to a positive classroom atmosphere.

College Withdrawal Policy:

A verbal "drop or withdrawal" from course(s) will be accepted through the 10th week of classes in accordance with the designated withdrawal deadlines. Students will need to provide the following information: full name, address, date of birth, student identification number and social security number, course reference number (CRN), description/subject and instructor's name, if VA / FA benefits, Verbal drops or verbal withdrawals are processed through the Registrar's Office and Subase site ONLY.

Academic Dishonesty:

Conduct which as its intent or effect the false representation of a student's academic performance and/or knowingly and intentionally assisting another student to do so in any way constitute academic dishonesty. In the event of academic dishonesty, the College's policy will be enforced.

Cellular Phones and Beepers:

Students are notified that cellular phones and beepers are allowed in class or in the Learning Resource Center only if they are turned off or turned to a silent mode. Under no circumstances are phones to be answered in class. When there are extenuating circumstances that require that a student be available by phone or beeper, the student should speak to me prior to class so that we can arrive at an agreement.

Disabilities and Learning Difference Statement:

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact the Disabilities Counseling Services at 383-5240. To avoid any delay in the receipt of accommodations, you should contact the counselor as soon as possible. Please note that I cannot provide accommodations based upon disability until I have received an accommodation letter from the Disabilities Counselor. Your cooperation is appreciated.

Early Warning Policy:

Students experiencing academic difficulty and/or chronic absenteeism will be notified of their class standing.

Class Schedule:

The class schedule is attached to the last page of this syllabus. Although I would like to adhere to this schedule as much as possible, unforeseen events (i.e., weather) and purposeful changes (i.e., guest speakers) will require modifications. I reserve the right to make changes to this schedule as the semester progresses.

Class Schedule

Week	1	Introduction
		Ch. 2. Being Ethical and Socially Responsible
2		Ch. 1 Exploring the World of Business and Economics
		Ch. 3 Exploring Global Business
3		Ch. 4 Choosing a Form of Business Ownership
		Ch. 5 Small Business, Entrepreneurship, and Franchises
		Ch. 6 Understanding the Management Process
4		Exam 1 Ch. 1-6
5		Ch. 7 Creating a Flexible Organization
		Ch. 8 Producing Quality Goods and Services
6		Ch. 9 Attracting and Retaining the Best Employees
7		Ch. 10 Motivating and Satisfying Employees and Teams
8		Exam 2 Ch. 7, 8, 9, 10
9		Ch. 11 Building Customer Relationships through Effective Marketing
		Ch. 12 Creating and Pricing Products that Satisfy Customers
10		Ch. 13 Distributing and Promoting Products
11		Exam 3 Ch. 11, 12, 13
12		Ch. 14 Understanding Information and e-Business
		Ch. 15 Using Accounting Information
13		Exam 4 Ch. 14, 15