NEW RIVER COMMUNITY COLLEGE

DUBLIN, VIRGINIA

COURSE PLAN

Course Number and Title: BUS 100-01 Introduction to Business

Prepared by: Jutta Green January 23, 2006
(Instructor) (Date)

Approved by: January 23, 2006
(Division Chair) (Date)

I. Contact Information
Instructor: Dr. Jutta Green, Professor of Business Management
Office hours: Monday and Wednesday 11:10 – 2:30
            Tuesday 3:20 – 4:00
            Thursday 3:20 – 5:20
            Friday 11:10 – 11:50
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II. Course Description
Presents a broad introduction to the functions of business enterprise within the U.S. economic framework. Introduces economic systems, essential elements of business organization, finance, marketing, production, and risk and human resource management. (3 credit hours)

III. Introduction
The purpose of this class is to give the student a basic understanding of the dynamic nature of American business while examining the different areas of business specialization. Emphasis will be placed on the mutual importance of the “people factor” and facts and figures as related to the effective functioning of a business.

IV. Specific Objectives
Upon the completion of this course, the student will be able to:
1. Identify the foundations of our free enterprise system.
2. Explain the concept of social responsibility as an accepted business policy.
3. Discuss the economic challenges facing America.
4. Evaluate the importance of international business.
5. Identify and compare the three basic forms of business ownership.
6. Discuss the vital role played by entrepreneurship, small business, and franchising in the U.S. economy.
7. Explain the process of management and analyze the functional roles and responsibilities within the enterprise.
8. Explain the marketing function and its role in the business enterprise.
9. Contrast and analyze various tools of the business enterprise, including but not limited to, accounting principles, computers, data processing, and management information systems.
10. Discuss the responsibility of the financial manager in the operation of a business or nonprofit organization.

V. Instructional Procedures
Education is an exchange process whereby students and instructor share ideas and concepts and discuss their consequences upon the subject matter. Therefore, much emphasis will be placed upon class participation and student exchange. Included will be lectures, class discussions, and videos. Lectures will be mixed by questions being presented to the class with voluntary responses and discussion. The student will be responsible for all lecture, handout, and audio-visual materials presented to the class.

VI. Instructional Materials
Authors: Nickels, McHugh, & McHugh.
Publisher: McGraw-Hill

VII. Evaluation and Grading Procedure
Test #1 100 points
Test #2 100 points
Test #3 100 points
Test #4 100 points
Comprehensive Final 100 points
Assignments 220 points
Attendance 84 points

Grading scale is: A 100-91%; B 81-90.99%; C 71-80.99%; D 61-70.99%; F below 61%.

Tests
• Based on student input from Monday, January 23 the tests will be objective. The student can expect Multiple Choice, True/False, and/or Matching.
• Students who take all four tests can either (1) drop their lowest test grade or (2) drop the grade on the comprehensive final.
• Students who miss a test will not be given a makeup test.
• A missed test will receive 0 points and will be the grade that is dropped.
• Therefore, if a student misses a test, he/she will have to take the comprehensive final. A student who takes all four tests and is satisfied with his/her GPA will not have to take the comprehensive final since that is the grade that can then be dropped.
• For each test bring a scantron, two #2 pencils, and an eraser that works!!! Please keep in mind that if you don’t bring the tools (scantron, pencils, eraser) necessary to do the job (take the test), you will not be able to do the job (take the test).
Assignments
- Since no “particular preference” for “type of assignment” emerged, assignment types will vary.
- Specifics will be handed out in class.
- Assignments will have deadlines. Late work will only be accepted in case of emergencies. Emergencies include illness and death of a loved one. In such cases, the instructor will ask for documentation. In case of “college closed” an assignment is due the next time the class meets.

VIII. Attendance Requirements
- Class attendance is required.
- Attendance records are maintained for each class meeting.
- The student has to sign the roll to be counted present.
- To sign the roll in the column titled Signature on time, the student has to be in his/her seat on time (10:10 a.m.).
- If the student is late or leaves early, the student has to sign in the column titled Signature late/early. Examples for late arrival are 10:11, 10:15, 10:30. Leave early means leaving before class is dismissed.
- Full attendance earns the student 2 points, partial attendance 1 point.
- When absent from class, it is the responsibility of the student to inform the instructor in writing (indicating name and date of absence) about the reason for the absence asap.
- Six or more absences may result in withdrawal from the course by the instructor.
- Any instruction missed and not made up will affect the grade of the student, regardless of the reason for the absence.

*The instructor strongly advises students who have difficulties with attendance and/or punctuality to consider taking the DE online section 35 for BUS 100.*

Pagers, Cell Phones, and other Communication Devices
Have to be turned off during class time unless “Okayed” by the instructor before class.

IX. Cheating Policy
All forms of dishonesty, including cheating, plagiarism, knowingly furnishing false information, is unacceptable. Anyone found violating this policy will receive an automatic “F” for the course. Disruption or obstruction of teaching, research, and administration of the classroom environment will not be tolerated. You, as a student have made an investment both in money and time--please respect the rights of your fellow students to pursue their academic goals by exercising adult behavior while in the classroom.
WITHDRAWAL POLICY

Student Initiated Withdrawal Policy
A student may withdraw from a course without academic penalty during the first 60 percent of a session. For purposes of enrollment reporting, the following procedures shall apply:
A. If a student withdraws from a class prior to the termination of the add/drop period for the session, the student is removed from the class roll and no grade is awarded.
B. After the add/drop period, but prior to the completion of the 60 percent of a session, a student who withdraws or is withdrawn from a course shall be assigned a grade of “W.”
C. After that time, if a student withdraws or is withdrawn from a course, a grade of “F” shall be assigned. Exceptions to this policy may be made under mitigating circumstances; such circumstances must be documented and a copy of the documentation placed in the student’s academic file.
A grade of withdrawal implies that the student was making satisfactory progress in the course at the time of withdrawal, or that the withdrawal was officially made before the deadline date published in the college calendar, or that the student was administratively transferred to a different program.

Instructor Initiated Withdrawal Policy
A student who adds a class or registers after the first day of class is counted absent from all class meetings missed. Each instructor is responsible for keeping a record of student attendance in each class.
Students who have not attended class during the add/drop period must be dropped by the instructor during the week following the last day to add a class.
When a student’s absences equal twice the number of weekly meetings of a class (in BUS 100-01 this is equal to 6 class meetings), the student may be dropped for unsatisfactory attendance in the class by the instructor.
When an instructor determines that absences constitute unsatisfactory attendance, a Faculty Withdrawal Form should be completed and submitted to the Admissions and Records Office. The last date of attendance must be documented. A grade of “W” will be recorded during the first 60 percent of a course. Students withdrawn after the 60 percent period will receive a grade of “F” except under mitigating circumstances, which must be documented. A copy of this documentation must be placed in the student’s academic file.
The student will be notified of the withdrawal by the Admissions and Records Office. An appeal for reinstatement into the class may be approved by the instructor.
TENTATIVE SCHEDULE

Monday, January 23
Welcome. Student Input Document. Business is about......

Wednesday, January 25
Presentation of the course plan. Student organizations.

Friday, January 27
Beginning of part one “Business Trends: Cultivating a Business in Diverse, Global Environments.” This part will address topics such as opportunities in today’s dynamic business environment, economics, competing in global markets and the issues of ethical behavior and social responsibility. The topics are covered in chapters 1 through 4 in the text.

Monday, January 30--Continuation of part one

Wednesday, February 1 --Continuation of part one

Friday, February 4--Continuation of part one

Monday, February 6–Conclusion of part one

Wednesday, February 8--Beginning of part two “Business Ownership: Starting a Small Business.” This part will address topics such as the forms of business ownership as well as entrepreneurship and starting a small business. The topics are covered in chapters 5 and 6 in your text.

Friday, February 10--Continuation of part two

Monday, February 13-Continuation of part two

Wednesday, February 15–Continuation of part two

Friday, February 17-Conclusion of part two. Review sheets for test one will be handed out.

Monday, February 20- Test 1 (Bring a scantron, #2 pencil, and an eraser that works!!!)

Wednesday, February 22-Return and review of test one. Beginning of part three “Business Management: Empowering Employees to Satisfy Customers.” This part will address topics such as management, leadership, and employee empowerment; organizing a customer-driven business; and using the latest technology to produce world-class products and services. The topics are covered in chapters 7, 8, and 9 in your text.

Friday, February 24–Continuation of part three

Monday, February 27--Continuation of part three
Wednesday, March 1--Continuation of part three

Friday, March 3--Conclusion of part three

Monday, March 6--Beginning of part four “Management of Human Resources: Motivating Employees to Produce Quality Goods and Services.” This part will address the topics of motivating employees and building self-managed teams; finding and keeping the best employees; and dealing with employee-management issues and relationships. The topics are covered in chapters 10, 11, and 12 in your text.

Wednesday, March 8--Continuation of part four

Friday, March 10--Continuation of part four

Monday, March 13-Conclusion of part four. Review sheets for test two will be handed out.

Wednesday, March 15-Test 2 (Bring a scantron, a #2 pencil, and an eraser that works!!!)

Friday, March 17-Return and review of test 2. Beginning of part five “Marketing: Developing and Implementing Customer-Oriented Marketing Plans.” This part will address the topics of building customer and stakeholder relationships, developing and pricing quality products and services; distributing products efficiently and competitively, promoting products using integrated and interactive marketing. The topics are covered in chapters 13 through 16 in your text. Last day to drop a class for a “W”.

Monday, March 20- Spring Break

Wednesday, March 22– Spring Break

Friday, March 24– Spring Break

Monday, March 27--Continuation of part five

Wednesday, March 29--Continuation of part five.

Friday, March 31 – Continuation of part five. Review sheet for test three will be handed out.

Monday, April 3– Test 3 (Bring a scantron, a #2 pencil, and an eraser that works!!!)

Wednesday, April 5- Return and review of test 3. Beginning of part six “Decision Making: Managing Information.” This part will address the topics such as using technology to manage information; and understanding financial information and accounting. The topics are covered in chapters 17 and 18.

Friday, April 7- Continuation of part six. (NH)

Saturday, April 8 – March of Dimes, Randolph Park
Monday, April 10- Continuation of part six.

Wednesday, April 12 - Continuation of part six

Friday, April 14--Continuation of part six. (CFAC)

Monday, April 17– Conclusion of part six

Wednesday, April 19- Beginning of part seven “Managing Financial Resources.” This part will address the topics of financial management; financing and investing in securities markets; understanding money and financial institutions; and managing personal finances. The topics are addressed in chapters 19 through 22 in your text.

Friday, April 21– Continuation of part seven

Monday, April 24– Continuation of part seven

Wednesday, April 26– Continuation of part seven

Friday, April 28- Continuation of part seven.

Monday, May 1– Continuation of part seven. Review sheet for test four will be handed out.

Wednesday, May 3–Test 4 (Bring a scantron, a #2 pencil, and an eraser that works!!!)


FINAL:

BUS 100-01 Monday, May 8 from 10:30 am to 12:30 pm in E206 or

NOTE

Should it become necessary to modify this course plan during the semester, all changes will be announced in class. Students are responsible for changes even if absent when announcements are made.