NEW RIVER COMMUNITY COLLEGE  
DUBLIN, VIRGINIA  
COURSE PLAN

Course Number and Title: BUS 100-02 Introduction to Business

Prepared by: Jutta Green January 29, 2009  
(Instructor) (Date)

Approved by: January 29, 2009  
(Dean) (Date)

I. Contact Information
Instructor: Dr. Jutta Green, Professor of Business Management
Office hours: M from 1:00 until 5:00
T from 12:00 until 1:00
W from 12:15 until 1:15
R from 1:00 until 4:00
F from 10:00 until 11:00
Office: Room: Godbey 64
Phone ext.: 4287
Email address: jgreen@nr.edu

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. 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
Textbook: BUSN
Authors: Kelly / McGowen
Publisher: South-Western, Cengage
ISBN: 0-324-56989-0

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 (approximately) 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 Tuesday, January 26 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. There are no makeup tests in this class!
- 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.
- In case the student cannot attend class, he/she can submit the assignment via an email attachment by 9:30 am on the day the assignment is due.

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 (9:30 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 9:31, 9:45, 10:15. Leave early means leaving before class is dismissed.
- Full attendance earns the student 3 points, partial attendance 1 or 2 points.
- 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.
- Four 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.

Pagers, Cell Phones, and other Communication Devices

Please turn the devices 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.
X. 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 100-02 this is equal to 4 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.

XI. DIVERSITY STATEMENT
The NRCC community values the pluralistic nature of our society. We recognize diversity including, but not limited to, race, ethnicity, religion, culture, social class, age, gender, sexual orientation and physical or mental capability. We respect the variety of ideas, experiences and practices that such diversity entails. It is our commitment to ensure equal opportunity and to sustain a climate of civility for all who work or study at NRCC or who otherwise participate in the life of the college.
XII. DISABILITY STATEMENT
If you are a student with a documented disability who will require accommodations in this course, please register with the Disability Services Office located in the Counseling Center in Rooker Hall for assistance in developing a plan to address your academic needs.

XIII. INCLEMENT WEATHER

If inclement weather should occur which causes the college to cancel classes, an announcement will be made over several local radio and television stations. In addition, students may call the main number (540-674-3600) for information. If the college is closed or operating on delayed schedule, an announcement will be placed on the automated messaging system. **Do not assume that because day classes are cancelled the same is true for evening classes. A specific announcement about evening classes is always made.**

**NRCC Alert:** Students may register to receive messages regarding inclement weather delays or closings by visiting the college’s website (nr.edu) and accessing the NRCC Alert system. Options for notification include e-mail and text messaging.

**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.
<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, January 27</td>
<td>Welcome. “Business is about…”</td>
</tr>
<tr>
<td>Thursday, January 29</td>
<td>Course Plan</td>
</tr>
<tr>
<td></td>
<td>Beginning of Module 1 which includes Chapters 1, 2, 3, 4, and 5</td>
</tr>
<tr>
<td>Tuesday, February 3</td>
<td>Continuation of Module 1</td>
</tr>
<tr>
<td>Thursday, February 5</td>
<td>Continuation of Module 1</td>
</tr>
<tr>
<td>Tuesday, February 10</td>
<td>Continuation of Module 1</td>
</tr>
<tr>
<td>Thursday, February 12</td>
<td>Continuation of Module 1</td>
</tr>
<tr>
<td>Tuesday, February 17</td>
<td>Conclusion of Module 1, Guidance Sheet for Test 1</td>
</tr>
<tr>
<td>Thursday, February 19</td>
<td>Test 1</td>
</tr>
<tr>
<td>Tuesday, February 24</td>
<td>Return of Test 1</td>
</tr>
<tr>
<td></td>
<td>Beginning of Module 2 which includes Chapters 6, 7, 8, 9, and 10</td>
</tr>
<tr>
<td>Thursday, February 26</td>
<td>Continuation of Module 2</td>
</tr>
<tr>
<td>Tuesday, March 3</td>
<td>Continuation of Module 2</td>
</tr>
<tr>
<td>Thursday, March 5</td>
<td>Continuation of Module 2</td>
</tr>
<tr>
<td>Tuesday, March 10</td>
<td>Continuation of Module 2</td>
</tr>
<tr>
<td>Thursday, March 12</td>
<td>Conclusion of Module 2, Guidance Sheet for Test 2</td>
</tr>
<tr>
<td>Tuesday, March 24</td>
<td>Test 2</td>
</tr>
<tr>
<td>Thursday, March 26</td>
<td>Return of Test 2</td>
</tr>
<tr>
<td></td>
<td>Beginning of Module 3 which includes Chapters 11, 12, 13, and 14</td>
</tr>
<tr>
<td>Tuesday, March 31</td>
<td>Continuation of Module 3</td>
</tr>
<tr>
<td>Thursday, April 2</td>
<td>Continuation of Module 3</td>
</tr>
<tr>
<td>Tuesday, April 7</td>
<td>Continuation of Module 3</td>
</tr>
<tr>
<td>Thursday, April 9</td>
<td>Continuation of Module 3</td>
</tr>
<tr>
<td>Tuesday, April 14</td>
<td>Conclusion of Module 3, Guidance Sheet for Test 3</td>
</tr>
<tr>
<td>Thursday, April 16</td>
<td>Test 3</td>
</tr>
<tr>
<td>Tuesday, April 21</td>
<td>Return of Test 3</td>
</tr>
<tr>
<td></td>
<td>Beginning of Module 4 which includes Chapters 15, 16, 17, and 18</td>
</tr>
<tr>
<td>Thursday, April 23</td>
<td>Continuation of Module 4</td>
</tr>
<tr>
<td>Tuesday, April 28</td>
<td>Continuation of Module 4</td>
</tr>
<tr>
<td>Thursday, April 30</td>
<td>Continuation of Module 4</td>
</tr>
<tr>
<td>Tuesday, May 5</td>
<td>Conclusion of Module 4, Guidance Sheet for Test 4</td>
</tr>
<tr>
<td>Thursday, May 7</td>
<td>Test 4, Return of Test 4, GPA for class</td>
</tr>
<tr>
<td>Thursday, May 14 at 8:00am</td>
<td>Final (Comprehensive)</td>
</tr>
</tbody>
</table>