

MARTIN COMMUNITY COLLEGE
COURSE SYLLABUS
Semester/Year: Fall 2011

COURSE NUMBER:	BUS 110 (1)	INSTRUCTOR:	Gregory Brown
COURSE TITLE:	Introduction to Business	OFFICE NO:	Building 4, Room 7
CREDIT HOURS:	3	OFFICE HOURS:	M-F 9-9:50 W & F 10-10:50 Fri 11-11:50 & 12- 12:50
CONTACT HRS/WK:	3		
PREREQUISITES:	None	PHONE NO:	252-789-0218
COREQUISITES:	None	FAX:	252-792-0826
		E-MAIL:	gbrown@martincc.edu

PROGRAM TITLE: Business Administration

COURSE DESCRIPTION: This course provides a survey of the business world. Topics include the basic principles and practices of contemporary business. Upon completion, students should be able to demonstrate an understanding of business concepts as foundation for studying other business concepts. *This course has been approved to satisfy the Comprehensive Articulation Agreement for transferability as a pre-major and/or elective course requirement.*

PROGRAM OUTCOMES (MINIMUM OF THREE):

1. Demonstrate an understanding of the management process and functions and how these influence effective business practices.
2. Identify appropriate technology, techniques and practices to collect, process, and interpret information for decision making.
3. Demonstrate exhibit professional communication skills to process, manage and communicate information.

LEARNING OUTCOMES (MINIMUM OF THREE):

1. Explain the basic terms and concepts of the Free Enterprise System
2. Define the different areas a business must address (production, marketing, etc)
3. Recognize the contributions and types of small businesses.

REQUIRED TEXTBOOK:

Nickels, W., McHugh, J., & McHugh, S. (2008). *Understanding business(9th ed.)*. New York, NY: Irwin/McGraw-Hill. ISBN: 978-0-07-351-170-2

SUPPLEMENTAL RESOURCES: None

LEARNING/ TEACHING METHODS: Tests, Internet assignments, Discussion boards, and Written assignments, Reading Assignments.

ASSESSMENTS (MINIMUM OF THREE):

1. Tests 50%
2. Homework Assignments 20%
3. Internet Assignments 20%
4. Discussion Boards 5%
5. Reading Assignment 5%

GRADING POLICY

93% - 100% A
85% - 92% B
77% - 84% C
70% - 76% D
Below 70% F

COURSE OUTLINE:

Course Overview Weekly Breakdown

Chapter 1	Taking a risk in a dynamic economy
Chapter 2	How economics affect business
Chapter 3	Doing business in a global market
Chapter 4	Ethics and social Responsibility
Chapter 5	How to form a business
Chapter 6	Entrepreneurship
Chapter 7	Management and Leadership
Chapter 8	Adapting organizations
Chapter 9	Productions and Operations
Chapter 10	Motivating employees
Chapter 11	Human Resources
Chapter 12	Employee management issues
Chapter 13	Marketing
Chapter 14	Developing and pricing product
Chapter 15	Distributing products
Chapter 16	effective promotion
Chapter 17	Understanding Accounting and Financial information

STUDENT ATTENDANCE POLICY

This is a three hour class and the maximum number of class hours you can miss is nine (9) hours. Missing more than six straight hours of classes (without a justifiable excuse) and any cuts beyond (9) hours will result in you being administratively withdrawn from the class by your instructor. You will receive a grade of “WF” which will change into an “F”. If you arrive to class after the roll is called you will receive a tardy. Three tardies will equal one absence. If you have six consecutive hours absent you can be administratively withdrawn from the class. You will receive a “WF” which counts as an “F” for the final grade. Students can be readmitted only with the written approval of the instructor (the student is responsible for making up any missed work).

Contact your instructor immediately if an emergency arises and you are unable to submit your work (or attend class) as required. NOTE: Early completion of assignments will guarantee that all work is submitted on time and will not be subject to possible late penalties.

If you find that you cannot complete the course for any reason, contact your instructor and refer to your college catalog for withdrawal procedures.

REQUEST FOR EXCUSED ABSENCES FOR RELIGIOUS OBSERVANCES*

*In compliance with G.S. 115D-5, MCC policy permits a student to be excused, with the opportunity to make-up any test or other missed work, a minimum of two excused absences per academic year for religious observances required by the student's faith. The policy limits the excused absences to a maximum of two days per academic year.

Students who wish to be excused for a Religious Observance required by their faith must complete and submit a request form to the instructor(s) prior to the census date of each class. The Request for Excused Absences for Religious Observances form can be picked up from Student Services. This does not supersede the college-wide attendance policy as outlined in the college catalog or syllabus, with the exception of a reasonable accommodation for the make-up of missed co.

Contact your instructor immediately if an emergency arises and you are unable to submit your work (or attend class) as required. NOTE: Early completion of assignments will guarantee that all work is submitted on time a

If you find that you cannot complete the course for any reason, contact your instructor and refer to your college catalog for withdrawal procedures.

COURSE POLICIES

Test Policy

You are expected to be in attendance for all announced tests. If you cannot make the test, you need to contact your instructor. There will be a late penalty 10 points per day.

Assignments

All assignments are due by assigned Date. Late assignments will receive a grade of zero

Academic Honesty

Note that in addition to good academic performance, students should exhibit the qualities of honesty and integrity. If there is any question that academic honesty and integrity are not honored, students may be required to redo assignments in the presence of an instructor-selected monitor. Any proof of dishonesty including plagiarism will make students subject to disciplinary action. Please consult your college catalog for more information.

If you cannot reach your instructor, you may contact Dr. Phyllis Broughton, Dean of Academic Affairs and Student Services at (252)789-0246 or (252)789-0247 by phone, pbroughton@martincc.edu by e-mail, or in person at her office in Building 2, Room 33.

To access the Martin Community College Career Catalog for policies and curriculum requirements, please go online to www.martincc.edu.

If you have a need for a disability-related accommodation, please notify the Student Services counselor at (252) 789-0293.

Words of Wisdom: **A class is like a bank account. If you don't put anything into it,
You won't get anything out of it.**