Mercer County Community College
Division of Business and Technology

BUS 101 – Introduction to Business

Syllabus

Fall 2015
SECTION: #012,

Meets: Monday's and Wednesday's, 3pm-4:15pm
No Class: Monday, 9/7 and Wednesday, 11/25

Professor: Andrea Lynch **Web Page: www.mccc.edu\~lyncha**
Phone: 609-570-3111 and 570-3652
Email: lyncha@mccc.edu

Office Hours: M,W 12-3pm, KC 327

COURSE MATERIALS:

- Textbook: Title: Business Essentials 10th edition,
  Author: Ebert/Griffin
  Publisher: Pearson / Prentice Hall

GRADING:

Chapter summaries	25%
Exams	50%
Final project	25%
	100%

CATALOG DESCRIPTION:

Survey course of the American business system. Includes forms of business ownership, financing, employee relations, marketing, motivation, management, the role of government, and international issues. Also covers workplace ethics, legal concerns, and the responsibility of the individual as worker and consumer.

Note: The course outline is available online at www.mccc.edu by selecting Programs and Courses.

Attendance Policy:

It is expected that students attend and be on time for all class meetings; attendance is taken at the beginning of every class. 3 lates count as an absence. Students are responsible for acquiring content that is covered, announcements made, and materials that may have been distributed in class if they are late or absent. Extra credit points will be added to your final grade at the end of the semester for attending 90% or more of scheduled class meetings.

Assignment Policy:

All assignments are expected to be handed in on the due date at the beginning of class. 10% will be deducted each week for assignments turned in late.

Academic Integrity Statement

Academic integrity is important to student success. Students who submit the work of another student will be penalized. According to the student handbook, "A student who, a) knowingly represents work of others as his/her own; b) uses or obtains unauthorized assistance in the execution of any academic work; or c) gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized."

Classroom Conduct Statement

The college welcomes all students into an environment that creates a sense of community and pride and respect; we are all here to work cooperatively and to learn together.

Students must follow ordinary rules of courtesy during class sessions. Engaging in private conversations, texting, answering a cell phone, sleeping, or other disruptive behavior during class time will not be tolerated.

Reasonable Accommodations for Students with Documented Disabilities Mercer County Community College is committed to ensuring the full participation of all students in all activities, programs and services. If you have a documented differing ability or think that you may have a differing ability that is protected under the ADA and Section 504 of the Rehabilitation Act, please contact Arlene Stinson in LB 216 stinsona@mccc.edu for information regarding support services. If you do not have a documented differing ability, remember that other resources are available to all students on campus including academic support through our Academic Learning Center located in LB 214.

You will be evaluated in this class very simply. Each person has the potential to earn a good grade in this class. It is easy.

Here is how you will be graded:

1. **Attend every class.** Attendance counts as extra credit. If you cannot come to class, email or call me or tell me BEFORE the absence at lyncha@mccc.edu, 609-570-3111. This absence will not count against you; I will count that as an excused absence. You can miss as many as 3 classes all semester and still get the extra credit attendance points. 3 lates count as 1 absense.

2. **Come prepared to participate.** Your attitude and cooperation matter a lot in this class. A positive attitude and a willingness to cooperate will show in your work and in your weekly evaluation.

3. **Chapter summaries (25%).** The Chapter summary will have 3 parts and is worth 30 points each week. You will be given a booklet where you will write your summaries. The booklet will have space for you to write a brief summary of that chapter's conversation that week, answers to your team work assignment, and an exam question and answer I can use on an upcoming exam. You will be graded on completeness of the concepts discussed in class that week.

Chapter Summary: (10 points)	Communicate a significant degree of understanding and appreciation of the chapter topics discussed that week.	A: 9-10 B: 8 C: 7 D: 6 F: 0-5
Team work: (10 points)	Communicate a significant degree of effort to complete the team assignment.	A: 9-10 B: 8 C: 7 D: 6 F: 0-5
Exam question: (10 points)	Write a comprehensive question and answer from the chapter that can be used on an upcoming exam.	A: 9-10 B: 8 C: 7 D: 6 F: 0-5

4. **Exams (50%).** You will have 2 exams; a midterm exam and a final exam. Each exam is 25% of your grade. The good part of this is that you make the exam questions based upon what we discuss in class.

5. **Final Project (25%).** You will make a presentation at the end of the class about the business you are building throughout the class.

Week	Dates	Monday	Wednesday
1.	M: 8/31 - W: 9/2	Introductions	What is Business
2.	M: 9/7 - W: 9/9	**NO SCHOOL – LABOR DAY**	What is Business - Review
3.	M: 9/14 - W: 9/16	Ch. 1 – US Business Environment	Ch. 1 – US Business Environment
4.	M: 9/21 - W: 9/23	Ch. 2 – Business Ethics	Ch. 2 – Business Ethics
5.	M: 9/28 - W: 9/30	Ch. 3 - Entrepreneurship	Ch. 3 - Entrepreneurship
6.	M: 10/5 - W: 10/7	Ch. 4 – The Global Context of Business	Ch. 4 – The Global Context of Business
7.	M: 10/12 - W: 10/14	Ch. 5 – Business Management	Ch. 5 – Business Management
8.	M: 10/19 - W: 10/21	Ch. 6 – Organizing the Business	**MIDTERM EXAM (25%)**
9.	M:10/26 - W: 10/28	Ch. 8 – Employee Behavior	Ch. 8 – Employee Behavior
10.	M: 11/2 - W: 11/4	Ch. 9 – Leadership and Decision Making	Ch. 9 – Leadership and Decision Making
11.	M: 11/9 - W: 11/11	Ch. 10 – Human Resource Management	Ch. 10 – Human Resource Management
12.	M: 11/16 - W: 11/18	Ch. 11 – Marketing Processes and Consumer Behavior	Ch. 11 – Marketing Processes and Consumer Behavior
13.	M: 11/23 - W: 11/25	Ch. 12&13 – Pricing, Distributing, and Promoting Products	**NO SCHOOL – THANKSGIVING**
14.	M: 11/30 - W: 12/2	Ch. 16 – Managing Money and the Role of Banking	Ch. 16 – Managing Money and the Role of Banking
15.	M: 12/7 - W: 12/9	Ch. 17 – Managing Business Finances	**FINAL PRESENTATIONS (25%)**
16.	M: 12/14 - W: 12/16	**FINAL EXAM (25%)**	**Course Evaluation**