

MONTGOMERY COLLEGE



Business and Hospitality Management Department – Rockville Campus

BSAD101 – Introduction to Business

I. Contact Information

Instructor:	John Coliton	Spring, 2025 – CRN 32092 – HU 116
Office:	HU 251 (240.567.5139)	MW 1:00 p.m. – 2:15 p.m.
Office Hours:	Monday: 3:00 p.m. – 4:00 p.m. Tuesday / Thursday: 2:00 p.m. – 4:00 p.m.	
College Web:	http://www.MontgomeryCollege.edu	
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II. General Course Information

BSAD101 – Introduction to Business: An introductory course designed to survey the field of business and its environment in order to give the student a broad overview of the principles, practices, institutions, and functions of business. (CE: G and R)
Assessment levels: ENGL 101/101A, MATH 050, READ 120. May not be taken concurrently with MATH 017 or MATH 020 or MATH 045 without appropriate Math assessment score. Three hours each week. Formerly BA 101. 3 Semester hours

For technical support contact the IT Service desk at <https://info.montgomerycollege.edu/offices/information-technology/index.html> or itservicedesk@montgomerycollege.edu or 240.567.7222. For academic resources including Blackboard see <https://www.montgomerycollege.edu/academics/online-learning/distance/academic-resources-and-technical-support.html>. For student technology requirements see <https://info.montgomerycollege.edu/offices/information-technology/services/hardware-specifications.html>.

III. Common Course Student Learning Outcomes:

Upon course completion, a student will be able to:

- explain the importance of entrepreneurship and intrapreneur to the growth and wealth of an economy.
- explain Capitalism and how free markets work particularly in regard to small businesses.
- explain the importance of human resource management and describe current issues in managing human resources.
- explain how the changes that are occurring in the business, technical and global environments are affecting the management function.
- explain the various issues involved in structuring organizations.
- define marketing and explain how the marketing concept applies in both for-profit and nonprofit organizations.
- describe the importance of finance and financial management to an organization, while outlining the financial planning process.
- define social responsibility and examine corporate responsibility to various stakeholders.
- explain the importance of planning in business.

IV. Textbooks, Workbooks, and Supplies

The text for this course is electronic and available for free. More details, including a link to the text, are provided in the Blackboard course site.

V. Course Requirements

Grading is based on a group project, individual projects and presentations, class participation, tests, and a quiz. **Late work will not be accepted after the last class of the semester** (May 7, 2025). **Classroom presentations cannot be made-up.** The group project will require a team of 2-4 class members to work together to create an international business proposal. More details will be shared in class. The individual projects will include a course planner assignment and a corporate case study focusing on one of the 50 largest US companies. The tests will be drawn from the reading and lecture material and are open book. Make-up exams are not typically granted without a bona fide reason for missing the exam (court date or military service are examples). Class participation will be based on attendance, the quality of interaction and involvement during discussions, and interaction with other students (note: habitually arriving late or missing class will impact this portion of your grade).

The grading is allocated as follows:

Tests (3 at 60 points each)	180
Group Project (graded in stages)	130
Resume Assignment.....	100
Corporate Case Study (graded in stages)	100
Class Participation.....	50
Syllabus Quiz	40
Total Points:.....	600

The following distribution of points will be used to determine final grades:

A =	540 ↔ 600	(90 - 100%)
B =	480 ↔ 539	(80 - 90%)
C =	420 ↔ 479	(70 - 80%)
D =	360 ↔ 419	(60 - 70%)
F =	0 ↔ 359	(0 - 60%)

VI. Additional General Information

The last day to drop the class with a refund is: February 02, 2025
 The last day to change to audit is: February 16, 2025
 The last day to drop a class without a grade is: February 16, 2025
 The last day to drop a class with a grade of “W” is: April 20, 2025

Additional policies can be found at <http://mc.coliton.com/SyllabusSupplementSpring2025.pdf> and should be considered part of this syllabus.

VII. Course Schedule

Week	Topic	Assignment
Jan-26	Syllabus Quiz & Introduction and Chpt. 1: Understanding Economic Systems and Business	Syllabus Quiz — Syllabus & Syllabus Supplement (due Sunday, February 2 at midnight)
Feb-02	Introduce Assignments & Chpt. 2: Making Ethical Decisions and Managing a Socially Responsible Business	
Feb-09	Chpt. 3: Competing in the Global Marketplace & Chpt. 4: Forms of Business Ownership	Case study: proposal due by Friday (Feb-14) at 12:00 p.m. (noon) on Blackboard
Feb-16	Chpt. 5: Entrepreneurship: Starting and Managing Your Own Business	Group project: proposal due by Friday (Feb-21) at 12:00 p.m. (noon) on Blackboard
Feb-23	Test #1 & Chpt. 6: Management and Leadership in Today's Organizations	Test #1 — chapters 1 - 5 (due Sunday, March 2 at midnight)
Mar-02	Chpt. 7: Designing Organizational Structures & Business Analytics	Case study: paper due by Friday (Mar-07) at 12:00 p.m. (noon) on Blackboard
Mar-09	Case Study Presentations	
Mar-16	Spring Break	
Mar-23	Chpt. 8: Managing Human Resources and Labor Relations	Resume: SAPC due by Friday (Mar-28) at 12:00 p.m. (noon) on Blackboard
Mar-30	Chpt. 9: Motivating Employees & Chpt. 10: Achieving World-Class Operations Management	Group project: TEAMS organizer due by Friday (Apr-04) at 12:00 p.m. (noon) on Teams
Apr-06	Test #2 & Chpt. 11: Creating Products and Pricing Strategies to Meet Customers' Needs	Test #2 — chapters 6 - 10 and Business Analytics (due Sunday, April 13 at midnight) Resume: application packet due by Friday (Apr-11) at 12:00 p.m. (noon) on Blackboard
Apr-13	Chpt. 12: Distributing and Promoting Products and Services Employees & Chpt. 13: Using Technology to Manage Information	Group project: presentation plan due by Friday (Apr-18) at 12:00 p.m. (noon) on Blackboard
Apr-20	Chpt. 14: Using Financial Information and Accounting	Group project: investor summary due by Friday (Apr-25) at 12:00 p.m. (noon) on Blackboard
Apr-28	Group Project Presentations	Group project: evaluations due by Monday (May-5) at 12:00 p.m. (noon) on Blackboard
May-04	Chpt. 15: Understanding Money and Financial Institutions Chpt. 16: Understanding Financial Management and Securities Markets	
May-14	Test #3 — chapters 11 - 16 (note: online on Wednesday, <u>May 14</u> only)	

A course calendar is available online at:

<http://mc.coliton.com/BSAD101/images/calendar32092.pdf>