

## MONTGOMERY COLLEGE



Business, Economics, Accounting, Computer Applications,  
and Hospitality Management Department – Rockville Campus  
**BSAD101 – Introduction to Business**

### I. Contact Information

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Instructor:	John Coliton	Spring, 2024 – CRN 30274
Office:	HU 251 (240.567.5139)	Tue/Thu 11:00 a.m. – 12:15 p.m. – <b>HU 107</b>
Office Hours:	Monday / Wednesday: 1:00 p.m. – 3:00 p.m. Tuesday: 3:00 p.m. – 4:00 p.m.	
College Web:	<a href="http://www.MontgomeryCollege.edu">http://www.MontgomeryCollege.edu</a>	
Email:	<a href="mailto:john.coliton@montgomerycollege.edu">john.coliton@montgomerycollege.edu</a>	
Zoom:	Zoom links for this class are posted in BlackBoard	

### II. General Course Information

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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](mailto: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:

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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

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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

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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 2, 2024). **Classroom presentations cannot be made-up.** The group project will require a team of 3-5 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

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The last day to drop the class with a refund is: January 29, 2024

The last day to change to audit is: February 12, 2024

The last day to drop a class without a grade is: February 12, 2024

The last day to drop a class with a grade of “W” is: April 15, 2024

Additional policies can be found at <http://mc.coliton.com/SyllabusSupplementSpring2024.pdf> and should be considered part of this syllabus.

## VII. Course Schedule

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Week	Topic	Assignment
Jan-23	Introduction and Chpt. 1: The Foundations of Business	
Jan-30	Introduce Assignments & Chpt. 4: Selecting a Form of Business Ownership	
Feb-06	Chpt. 5: The Challenges of Starting a Business	Individual project: part 1 due by Friday (Feb-09) at 12:00 p.m. (noon) on Blackboard
Feb-13	Chpt 12: The Role of Accounting in Business	Group project: part 1 due by Friday (Feb-16) at 12:00 p.m. (noon) on Blackboard
Feb-20	Chpt. 2: Business Ethics and Social Responsibility & Business Analytics	
Feb-27	Test #1 & Chpt. 3: Business in a Global Environment & Chpt. 15: Managing Information & Technology	Test #1 — chapters 1, 2, 4, 5, 12 and Business Analytics Individual project: part 2 due by Friday (Mar-01) at 12:00 p.m. (noon) on Blackboard
Mar-05	Case Study Presentations	Individual project: five-minute presentation in-class – schedule provided in-class
Mar-12	Spring Break	
Mar-19	Chpt. 6: Manage for Business Success & Chpt. 8: Teamwork, and Communications	Resume project: part 1 due by Friday (Mar-22) at 12:00 p.m. (noon) on Blackboard
Mar-26	Chpt. 11: Operations Management in Manufacturing & Service Industries	Group project: part 2 due by Friday (Mar-29) at 12:00 p.m. (noon) on Teams
Apr-02	Chpt. 7: Recruiting, Motivating and Keeping Quality Employees & Chpt. 16: The Legal and Regulatory Environment	Resume project: part 2 due by Friday (Apr-05) at 12:00 p.m. (noon) on Blackboard
Apr-09	Test #2 & Chpt. 9: Marketing: Providing Value to Customers	Test #2 — chapters 3, 6, 7, 8, 11, 15, and 16 Group project: part 3 due by Friday (Apr-12) at 12:00 p.m. (noon) on Blackboard
Apr-16	Chpt. 10: Product Design and Development	Group project: part 4 due by Friday (Apr-19) at 12:00 p.m. (noon) on Blackboard
Apr-23	Group Project Presentations	Group project: part 5: twenty-minute presentations in-class Group project: part 6 due by Monday (Apr-29) at 12:00 p.m. (noon) on Blackboard
Apr-30	Chpt. 13: Managing Financial Resources Chpt. 14: Personal Finances	
May-09		Test #3 — chapters 9, 10, 13, and 14 – (note: online on <u>May-09</u> only.)

A course calendar is available online at:

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