Instructor: John Coliton  Fall, 2019 – CRN 24369  
Office: HU 251 (240-567-5139)  HU 129 – MWF 9:00 – 9:50 a.m.  
Office Hours: Monday: 1:00 p.m. – 3:00 p.m. (in CS025)  
Tuesday: 2:00 p.m. – 3:00 p.m.  
Wednesday: 1:00 p.m. – 2:00 p.m. (in CS025)  
Thursday: 2:00 p.m. – 3:00 p.m.  
Web: http://www.montgomerycollege.edu/~jcoliton/  
Email: john.coliton@montgomerycollege.edu

Course Description  
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

Course 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.

Course Materials  
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.
**Important Dates**

The last day to drop the class with a refund is: September 10, 2019  
The last day to change to audit is: September 24, 2019  
The last day to drop a class without a grade is: September 24, 2019  
The last day to drop a class with a grade of “W” is: November 19, 2019

**Syllabus Supplement**

Additional policies can be found at [http://mc.coliton.com/SyllabusSupplementFall2019.pdf](http://mc.coliton.com/SyllabusSupplementFall2019.pdf) and should be considered part of this syllabus.

**Grading Policy and Procedure**

Grading is based on a group project, individual projects, class participation, tests and a quiz. **Late work will not be accepted after the last class** of the semester (not the day of the exam). The group project will require a team of 3-4 class members to work together to create an international business proposal. More details will be shared in class. The individual projects will include a personal resume and a corporate case study focusing on one of the Fortune top 50 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). This class may be audited (taken without the expectation of a grade) with my permission and the proper form submitted to the records office. Someone who audits the class is still expected to participate in class and complete all projects.

The grading is allocated as follows:

Tests (3 at 60 points each) ........................................... 180  
Personal Resume (graded in stages)......................... 150  
Group Project (graded in stages) ............................ 130  
Corporate Case Study (graded in stages) .................... 100  
Quiz ............................................................................... 20  
Class Participation....................................................... 20  
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%)
## Course Schedule and Assignments

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Sep-01</td>
<td>Introduction and Chpt. 1: The Foundations of Business</td>
<td>Read chapter 1 by Friday</td>
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<tr>
<td>Sep-08</td>
<td>Project Introduction &amp; Chpt. 4: Selecting a Form of Business Ownership</td>
<td>Read chapter 4 by Wednesday&lt;br&gt;<strong>Individual Project:</strong> part 1 due by Friday (9/13) at 8:00 a.m. on Blackboard</td>
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<td>Sep-15</td>
<td>Chpt. 5: The Challenges of Starting a Business</td>
<td>Read chapter 5 by Monday&lt;br&gt;<strong>Group project:</strong> part 1 due by Friday (9/20) at 8:00 a.m. on Blackboard</td>
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<td>Sep-22</td>
<td>Chpt 12: The Role of Accounting in Business</td>
<td>Read chapter 12 by Monday&lt;br&gt;<strong>Resume project:</strong> part 1 due by Friday (9/27) at 8:00 a.m. on Blackboard</td>
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<td>Sep-29</td>
<td>Chpt. 2: Business Ethics and Social Responsibility and Chpt. 15: Managing Information and Technology</td>
<td>Read chapter 2 by Monday and chapter 15 by Wednesday&lt;br&gt;<strong>Group project:</strong> part 2 due by Friday (10/4) at 8:00 a.m. on Blackboard</td>
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<td>Oct-06</td>
<td><strong>Test #1</strong> chapters 1, 2, 4, 5, 12 and 15 on Monday</td>
<td>Chpt. 3: Business in a Global Environment&lt;br&gt;Read chapter 3 by Wednesday&lt;br&gt;<strong>Individual Project:</strong> part 2 due by Friday (10/11) at 8:00 a.m. on Blackboard</td>
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<td>Oct-13</td>
<td>Individual Project Presentations</td>
<td>Individual project: presentations all week</td>
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<td>Oct-20</td>
<td>Chpt. 6: Manage for Business Success and Chpt. 8: Teamwork, and Communications</td>
<td>Read chapter 6 by Monday and chapter 8 by Wednesday&lt;br&gt;<strong>Resume:</strong> part 2 due by Friday (10/25) at 8:00 a.m. on Blackboard</td>
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<td>Oct-27</td>
<td>Chpt. 11: Operations Management in Manufacturing &amp; Service Industries</td>
<td>Read chapter 11 by Monday&lt;br&gt;<strong>Test #2</strong> chapters 3, 6, 7, 8 and 11 on Friday&lt;br&gt;Read chapter 7 by Monday&lt;br&gt;<strong>Resume:</strong> part 3 due by Friday (11/8) at 8:00 a.m. on Blackboard</td>
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<td>Nov-03</td>
<td>Chpt. 7: Recruiting, Motivating and Keeping Quality Employees</td>
<td>Read chapter 9 by Monday&lt;br&gt;<strong>Group project:</strong> part 3 due by Friday (11/15) at 8:00 a.m. on Blackboard</td>
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<td>Nov-10</td>
<td>Chpt. 9: Marketing: Providing Value to Customers</td>
<td>Read chapter 10 by Monday&lt;br&gt;<strong>Group project:</strong> part 4 due by Friday (11/22) at 8:00 a.m. on Blackboard</td>
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<td>Nov-17</td>
<td>Chpt. 10: Product Design and Development</td>
<td>Read chapter 13 by Monday and chapter 16 by Wednesday&lt;br&gt;<strong>Test #3</strong> chapters 9, 10, 13, 14 and 16 - at 8:00 a.m.</td>
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<td>Dec-01</td>
<td>Group Project Presentations</td>
<td>Group Project: presentations all week</td>
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<td>Dec-08</td>
<td>Chpt. 13: Managing Financial Resources and Chpt. 16: The Legal &amp; Regulatory Environment of Business</td>
<td>Read chapter 13 by Monday and chapter 16 by Wednesday</td>
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A course calendar is available online at: [http://mc.coliton.com/BSAD101/_images/calendar.pdf](http://mc.coliton.com/BSAD101/_images/calendar.pdf)