MONTGOMERY COLLEGE

Business, Economics, Accounting, Computer Applications,

and Hospitality Management Department – Rockville Campus

BSAD101 – Introduction to Business

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| Instructor: | John Coliton | Fall, 2017 – CRN 23567 |
| Office: | HU 251 (240-567-5139) | HU 132 – MW 2:00 – 3:15 p.m. |
| Office Hours: | Monday & Wednesday: 3:30 p.m. – 4:30 p.m. | |
|  | Tuesday & Thursday: 2:30 p.m. – 3:30 p.m. | |
|  | Friday: 10:30 a.m. – 11:30 a.m. | |
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General Course Information

Course Description

This course will examine business in the global marketplace. It will examine the fundamentals of the free economic enterprise system and the social forces affecting it. This course will examine the fundamental concepts and skills needed to make a business enterprise successful; it will also involve understanding the universal skill employees need in order to help make a business competitive in today’s society. It will discuss the global dimension of business and how it is evolving in the 21st century.

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 resource.
* 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 is: *Contemporary Business*, by Boone & Kurtz, 17th Edition and is available in the bookstore. The ISBN is 978-1-119-33635-8 and is required for this class.

Important Dates

The last day to drop the class with a refund is: September 5, 2017

The last day to change to audit is: September 19, 2017

The last day to drop a class without a grade is: September 19, 2017

The last day to drop a class with a grade of “W” is: November 14, 2017

College-wide Policies and Procedures

Attendance Policy

“Students are expected to attend all class sessions. The instructor may drop the student from the class in cases involving excessive absences. ‘Excessive absences’ is defined as one more absence than the number of classes per week during a fall or spring semester,” 2014-2015 College Catalog – pages 58-59.

Withdrawal and Refund Policy

It is the student’s responsibility to drop a course. Non-attendance of classes or failure to pay does not constitute official withdrawal. For specific drop dates related to this course see the syllabus.

Audit

All students registered for audit are required to consult with the instructor before or during the first class session in which they are in audit status, and students are required to participate in all course activities unless otherwise agreed upon by the student and instructor at the time of consultation. Failure to consult with the instructor or to so participate may result in the grade of “W” being awarded. This action may be taken by the instructor by changing the “AU” to “W” before the drop with “W” date. t Policy

Disability Support

Any student who may need an accommodation due to a disability, please make an appointment to see me during my office hour. In order to receive accommodations, a letter from Disability Support Services (R-CB122; G-SA175; or TP-ST120) will be needed. Any student who may need assistance in the event of an emergency evacuation must identify to the Disability Support Services Office; guidelines for emergency evacuations are at: <http://www.montgomerycollege.edu/dss/evacprocedures.htm>.

Combat2College

If you are a veteran or on active or reserve status and you are interested in information regarding opportunities, programs and/or services, please visit the Combat2College website at http://www.montgomerycollege.edu/combat2college and/or contact Joanna Starling at 240-567-7103 or [Joanna.Starling@montgomerycollege.edu](mailto:Joanna.Starling@montgomerycollege.edu).

Delayed Opening or Early Closing of the College

If inclement weather forces the College or any campus or College facility to suspend classes or close, public service announcements will be provided to local radio and television stations as early as possible. Unless you hear an announcement that classes are cancelled or the College is closed, you should assume classes will be held. The College makes its decision to close independently of Montgomery County Public Schools. For the most up-to-date information regarding College openings, closings, or emergencies, all students, faculty, and staff are encouraged to sign up for email and text alerts via Montgomery College ALERT. Registration information is available at <http://www.montgomerycollege.edu/emergency>.

* If a class can meet for 50% or more of its regularly scheduled meeting time OR if the class can meet for 50 minutes or more, it will meet.
* Montgomery College will always operate on its regular schedule unless otherwise announced. Depending on the nature of the incident, notifications of emergencies and changes to the College’s operational status will be communicated through one or more communication methods including the College’s web page <http://montgomerycollege.edu>.

Communication Policy

Montgomery College email is the official means of communication between the College and students. It is recommended that you that you check your account routinely for official communication. Some items you may find there are: course announcements, invoices, important admission/registration information, waitlist status. To check your e-mail, log into your MyMC online account and locate the e-mail icon in the upper right hand corner of the page. It is possible to automatically forward email from the College to another email account, but you should use the College’s system when sending email to people or departments within the College.

A Note on Sexual Misconduct

Montgomery College is committed to fostering a safe, productive learning and working environment. Title IX and our College’s policy on Sexual Misconduct; prohibit discrimination on the basis of sex.

Sexual misconduct — including sexual harassment, sexual assault, domestic violence, dating violence, sexual exploitation, sexual intimidation, and stalking— is also prohibited at our school.

Montgomery College encourages anyone experiencing sexual misconduct to talk to someone about what happened, so you can get the support you need and Montgomery College can respond appropriately.

If you wish to speak confidentially about an incident of sexual misconduct, please contact one of the following resources: Rockville Counseling Department, 240-567-5063 or 240-567-4104, Germantown Counseling Department, 240-567-7734, or Takoma Park/Silver Spring Counseling Department, 240-567-1480.

If you wish to report sexual misconduct or have questions about school policies and procedures regarding sexual misconduct, please contact our school’s Title IX coordinator, Mr. Christopher Moy, 240-567-5412,

[Christopher.moy@montgomerycollege.edu](mailto:Christopher.moy@montgomerycollege.edu), 900 Hungerford Dr. Rockville, MD 20850 Rm 150.

Montgomery College is legally obligated to investigate reports of sexual misconduct, and therefore cannot guarantee the confidentiality of a report, but it will consider a request for confidentiality and respect it to the greatest extent possible.

As a faculty member, I am also required by our school to report incidents of sexual misconduct and thus, cannot guarantee confidentiality. I must provide our Title IX coordinator with relevant details such as the names of those involved in the incident.

Additional General Information

Student Conduct

The student code of conduct is outlined on pages 116 – 119 of the 2014 – 2015 Student Insider’s Guide. In part it states “The College believes in the premise that students are adults who are responsible for their own actions and who should be free to pursue their educational objectives in an environment that promotes learning, protects the integrity of the academic process, and protects the College community.” The entire student code of conduct is available online as a Word document at <http://cms.montgomerycollege.edu/EDU/Verified_-_Policies_and_Procedures/42001_Student_Code_of_Conduct/>.

Academic Honesty

You are expected to do your own work. While collaboration is perfectly acceptable, and in some cases expected, you are responsible for what you turn in as your own work. If another student’s name is found on work that you turn in as your own, you will receive a grade of zero for the assignment. If the pattern continues further academic penalties will be enforced.

Student Resources – Digital Learning Center

Montgomery College maintains Digital Learning Centers (DLC) on all three campuses. The DLC provides an open learning environment for students of all disciplines The DLC specialists can provide one-on-one assistance using the computers, scanners and WEPA printers available. For details visit: <http://cms.montgomerycollege.edu/digitallearningcenter/>.

Printing at MC

Your printing login and password is sent directly to your MC email address from WEPA™. If deleted by mistake, visit <http://www.wepanow.com>, enter your MC email address (your username), and click “Forgot your Password”. WEPA™ will email a link to change your password to your MC email address. This process will take a few minutes, so plan ahead. For more information about Printing at MC, visit <http://www.montgomerycollege.edu/printing>.

Important Student Information Link

In addition to course requirements and objectives that are in this syllabus, Montgomery College has information on its web site (see link below) to assist you in having a successful experience both inside and outside of the classroom. It is important that you read and understand this information. The link below provides information and other resources to areas that pertain to the following: student behavior (student code of conduct), student e-mail, the tobacco free policy, withdraw and refund dates, disability support services, veteran services, how to access information on delayed openings and closings, how to register for the Montgomery College Alert System, and finally, how closings and delays can impact your classes. If you have any questions, please bring them to your professor. As rules and regulations change they will be updated and you will be able to access them through the link. If any student would like a written copy of these policies and procedures, the professor would be happy to provide them. By registering for this class and staying in this class, you are indicating that you acknowledge and accept these policies. <http://cms.montgomerycollege.edu/mcsyllabus/>

Blackboard/Blended Learning Guidelines

Are You Ready for Online Learning?

To find out take the Pre-Assessment Survey: <http://cms.montgomerycollege.edu/EDU/Department2.aspx?id=24132>

Technical Requirements

You will need the following to participate online:

* Regular use of a computer with Internet access. Expect to spend several hours online each week.
* A web browser such as Chrome, Firefox or Internet Explorer.
* Access to Adobe Creative Suite 6 (which is available in the computer labs).

Technical Support with Blackboard or My MC

For technical assistance with college supported resources, call the Montgomery College IT Service Desk at 240-567-7222.

The HELP link on the left-hand course menu links to the MC Blackboard Online Support Center. Students can

1. Call the Support Center at 240-567-7222, or
2. Chat with a service representative, or
3. Submit a help ticket.

The My Support link at the top of the Blackboard Online Support Center screen links to a history of one’s correspondence with the support center.

System Downtime

The Office of Information Technology conducts computer network maintenance on Sunday morning from 12:01 AM to 6:00 AM each week. During this time you may not be able to access My MC to login to Blackboard. Do not rely on this time to submit course work.

Class Announcements

I will regularly post class announcements. You are expected to check the announcements several times per week.

Course Email.

Please use my College e-mail John.Coliton@MontgomeryCollege.edu for this course rather than the Blackboard email system. The Blackboard system functions well, I just forget to check it on a regular basis.

* Generally, I will respond to e-mails within one business day (not weekends).
* If a time arises when I will be unable to respond to email, I will let the class know.
* Use the General Course Questions discussion topic to pose questions about assignments and course content. Your fellow students may have had similar questions and using each other as a resource will often reduce the time you have to wait for an answer.

Online Discussions

What is an Online Discussion?

An online discussion is similar to an email conversation with some key differences.

* An online discussion can involve a number of participants, such as a group or the entire class.
* All messages stay posted in the discussion area for participants to read and re-read at any time throughout the course.
* An online discussion can last for a week or longer.

If you are new to online discussions, you will find them as rigorous as any on-campus classroom discussion. The purpose of a discussion is dialogue as a means of learning. In this course, you will spend some time in online discussions.

Guidelines for Participating in an Online Discussion

* You are expected to read all posted messages!
* Respond to each other promptly.
* Use a person's name when you reply to a message, and add your name at the bottom of your message. It helps all of us maintain a clearer sense of who is speaking and who is being spoken to. As we begin to associate names with tone and ideas, we come to know each other better.
* Change the subject line when you introduce a new topic. The value of this tip will become apparent as the number of messages grows.
* Reinforce each other's ideas with comments such as "Good Point" or "I agree" or "Thanks for the comments." (These comments won’t add to your grade, but they are nice to hear!)
* Avoid angry or rude comments. The use of objectionable, sexist, or racist language is not acceptable.
* Use emoticons to communicate humor, e.g. :-) ;-) :-0 :-/ :-( and so on...
* Oh, and have fun!

Backing up your work

In this course you will complete most of your assignments on a computer. You are responsible for ensuring the safety of your work by making regular backups (extra copies). “The computer ate my homework, I lost my disk, my hard drive crashed, or my printer isn’t working,” are not acceptable excuses. Make frequent backups of your work and save the work in multiple places.

Submitting assignments electronically

In this course you will submit most of your assignments electronically. Because technology can be unreliable when you least expect it, submitting your work on time may require some creativity. Here are some alternate means to submit your assignments.

* Email your assignment to me at John.Coliton@MontgomeryCollege.edu only if Blackboard is unavailable.
* If your email program isn’t working properly and you can’t access the course site, deliver the assignment to my office before the deadline, or, drop a flash drive with the assignment in my mailbox in HU244 before the deadline (be sure to put your name on the drive). Notify me by telephone so I know it was submitted on-time.
* Call me and arrange another delivery method.

There is always a means to submit your assignments on time. Be creative, be persistent, and keep me informed!

Grading Policy and Procedure

Grading is based on a group project, an individual research paper, four tests and class participation. 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 4-5 class members to work together to create an international business proposal. More details will be shared in class regarding the group project. 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: arriving late for 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 (4 at 50 points each) 200

Group Project (graded in stages) 100

Corporate Case Study (graded in stages) 150

Personal Resume 50

Class Participation 50

Total Points: 550

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

A = 495 ↔ 550 (90 - 100%)

B = 440 ↔ 494 (80 - 90%)

C = 385 ↔ 439 (70 - 80%)

D = 330 ↔ 384 (60 - 70%)

F = 0 ↔ 329 (0 - 60%)

Course Schedule and Assignments

Week Topic Assignment

Aug-28 Introduction, Chpt 1: The Changing Face of Business

Read chapter 1 by Wednesday

Sep-04 Chpt 2: Business Ethics and Social Responsibility

Chpt 3: Economic Challenges Facing Contemporary Business

Read chapter 2 and chapter 3 by Wednesday

Resume due by Friday at 9:00 a.m. on Blackboard

Sep-11 Chpt 3: + Chpt 4: Competing in World Markets

Read chapter 4 by Monday

Initial proposal for group project due by Friday at 9:00 a.m. on Blackboard

Sep-18 Chpt 4: + Chpt. 5: Forms of Business Ownership and Organization

Read chapter 5 by Monday

Sep-25 Test 1 and Chpt 6: Starting your own Business: The Entrepreneurship Alternative

Test #1 (chapters 1 – 5) on Monday

Read chapter 6 by Wednesday

Group project presentation plan due by Friday at 9:00 a.m. on Blackboard

Oct-02 Chpt 7: Management, Leadership and the Internal Organization

Read chapter 7 by Monday

Oct-09 Group Project Presentations

Group project paper due on Monday at 9:00 a.m. on Blackboard

Group presentations all week

Oct-16 Chpt 8: Human Resource Management: From Recruitment to Labor Relations

Chpt 9: Top Performance through Empowerment, Teamwork, and Communications

Read chapter 8 by Monday and chapter 9 by Wednesday

Oct-23 Chpt 10: Production and Operations Management and Test #2

Read chapter 10 by Monday

Test #2 (chapters 6 – 10) on Wednesday

Case Study Proposal due by Friday at 9:00 a.m. on Blackboard

Oct-30 Chpt 11: Customer Driven Marketing

Chpt 12: Product and Distribution Strategies

Read chapter 12 by Monday and chapter 13 by Wednesday

Nov-06 Chpt 13: Promotion and Pricing Strategies and Test #3

Read chapter 13 by Monday

Test #3 (chapters 11 – 13) on Wednesday

Nov-13 Chpt 14: Using Technology to Manage Information

Chpt 15: Understanding Accounting and Financial Statements

Read chapter 14 by Monday and chapter 15 by Wednesday

Case Study Overview due by Friday at 9:00 a.m. on Blackboard

Nov-20 Chpt 16: The Financial System

Read chapter 16 by Monday

Nov-27 Chpt 17: Financial Management

Chpt. 18: Trends in E-Commerce

Read chapter 17 by Monday and chapter 18 by Wednesday

Dec-04 Case Study Presentations

Case Study paper due on Monday at 9:00 a.m. on Blackboard

Case Study presentations all week

Dec-11 Final Test

Test #4 (chapters 14 – 18) from 2:45 p.m. – 4:45 p.m.

A course calendar is available online at: <http://mc.coliton.com/BSAD101/_images/calendar.pdf>