

COURSE SYLLABUS
Introduction to Business
BBG101
SPRING 2015

Professor: Ben Boutaugh

Office Location: Wheaton Hall, Room 313

Office Hours: M/W 8:30-9:30 a.m.; T/Th 11:00-11:30 a.m.; M 5:00-5:30 p.m.; or by appointment with the professor

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****The Professor reserves the right to change this syllabus at any time.****

COURSE DESCRIPTION This introductory course examines Business and how it operates in our private enterprise system, a Multicultural society and global marketplace. The focus will be on practical understanding and application of business, emphasizing the relationship of business to individual everyday life and organizations' social responsibility and response to changes in a technological society. Areas of study including marketing, management, finance, information systems and career opportunities
Prerequisite: Minimum placement in English 063 and English 073.

SCOPE OF THE COURSE Business is an extremely exciting area to study, in part because business affects each of us in our daily lives. This course introduces students to the business world by presenting basic terminology, theories and principles in the 21st century. This course provides not only insight into the processes by which goods and services are provided to customers, it develops the importance of business in our free enterprise system and its impact upon our quality of life and high standard of living. Because business in the global society changes so quickly, emphasis is placed upon the ability to forecast trends and future changes. Being able to adjust and adapt to the challenges of tomorrow's business environment will provide a competitive edge for students.

PROGRAM/DISCIPLINE LEARNING OUTCOMES CONTAINED IN COURSE

In today's competitive environment, employers expect graduates to possess a certain skill set. The goal of the Business Administration/Marketing Programs is to enable a student to cultivate a personal skill set to achieve individual and organizational effectiveness. The following learning outcomes are incorporated into each course:

- Written and oral communication skills
- Critical thinking skills
- Quantitative and qualitative reasoning skills
- Technological literacy
- Information literacy skills
- Interpersonal skills and awareness
- Understanding of diversity
- Values, ethics and responsible citizenship
- Teamwork, team-building and project focus
- Knowledge of ethical and legal business behavior
- Appreciation of the internal, external and global environment
- Flexibility and adaptive to change
- Ability to understand and satisfy customers, stakeholders and society
- Understand management process

IMPORTANCE OF COURSE IN PROGRAM/DISCIPLINE

Businesses provide people with an opportunity to become successful and productive citizens. BBG 101 provides an introduction to today's business organizations and economic concepts which affect the future

of business. The knowledge, skills and attitudes needed to effectively assume one's place in the business world will help students understand and prepare for challenges and changes of the future. Students will explore the global economic, social, cultural, ethical, political and technological changes, determine how these changes will impact their future success and obtain practical advice on succeeding in the future by adjusting and adapting to change.

LEARNING OUTCOMES

The goals of BBG 101: This course is for each student to develop an understanding of basic present and future business principles and practices of American business in the global business environment. The following learning outcomes are intended to achieve this goal:

- An understanding of basic business concepts and activities and why they are important to the future of business/industry
- An ability to define, compare and forecast the future of the four types of economic systems (communism, socialism, capitalism, and mixed economies)
- An exploration of the factors in the external environment and the importance of forecasting, adjusting and adapting to change
- An appreciation of an organization's, an individual's and the government's responsibilities to citizens and stakeholders
- An understanding of options for organizing business (sole proprietorships, partnerships, corporations, mergers, acquisitions, leveraged buyouts, entrepreneurship and franchising)
- An appreciation of the evolution of the American economy and business of the future
- An appreciation of an organization's social responsibilities to stakeholders
- An understanding of the role and impact of technology in our information-driven society
- An ability to define management, its functions and its role in achieving future organizational objectives
- An ability to explain marketing, the marketing mix and its implications for developing future marketing strategies
- An understanding of career opportunities in future business and industry
- An understanding of the changing roles of employees and managers of the future

Textbook and other requirements

Text: Solomon, Poatsy, Martin, *Better Business*, 3RD Ed. Prentice Hall

Access to the Internet is required. Middlesex Community College provides computer facilities that include access to the Internet, and access to Microsoft Office application software products. Students who do not have their own computers will find adequate facilities available for their use.

All students must have a Banner ID number to access college computer facilities. Instructions will be given in the efficient use of the extensive electronic library holdings.

All students may be required to complete other readings from periodicals, newspapers, and the Internet as a supplement to the required textbook readings.

Several hours per week of computer time are required for students to complete assignments prepare for online discussions.

Online Participation:

Students should be able to do the following:

- Demonstrate reflective and critical thinking skills, which show the ability to ask necessary questions and critique existing viewpoints, including their own.
- Offer a unique and relevant perspective on class discussion.
- Respond to existing discussions and begin new trends of discussion, advancing and extending the concepts and ideas of the class.
- Respond to opposing viewpoints and opinions.

Each student is expected to contribute meaningfully to online class discussions. The wide range of interests and experiences held by class members will reflect the diversity of today's business organizations. We can all learn more from each other than from the instructor alone. The professor will evaluate each student's participation and contribution to the class. Your grade for class participation will be based on the content and quality of participation (rather than frequency), and initiatives to enrich discussions. See online participation rubric in Blackboard.

Use of Computer Resources

All resources and facilities of Data Processing Labs, including computer classroom sites, are to be used solely for the legitimate and authorized academic and administrative purposes. Any unauthorized or illegitimate use of the computer systems, resources, and/or facilities will be subject to appropriate disciplinary action, including but not subject to criminal prosecution in accordance with Section 53a-250, et seq., of the General Statutes.

Online Course Etiquette

Online students shall following the following:

- Never post material that is not your own without properly citing.
- Never post harassing, threatening or embarrassing comments.
- Never post material that is harmful, abusive, sexually explicit, vulgar, offensive or potentially offensive.

Evaluation methods

Discussion Participation	45%
Written Assignments	35%
Paper	20%

100%

*Refer to Course Catalog for Grade points/Letter grade.

Final Grades will be determined by applying the percentages listed above to the graded work submitted to meet course requirements. All graded work returned to the student must be retained for the entire semester. In the event a student disagrees with the grade they EARNED and the grade that was RECORDED, the student must produce all graded work to support the contention that a grade was calculated incorrectly. Failure to produce all work graded/returned will result in the instructor's grade book to be considered accurate.

COLLEGE POLICIES:

All policies and procedures, including but not limited to, class cancellation, withdrawing, academic honesty, plagiarism, and grading, are presented in the College Catalog at www.mxcc.edu/catalog/syllabus-policies/.

Non-Discrimination Statement:

Middlesex Community College does not discriminate on the basis of race, color, religious creed, age, sex, national origin, marital status, ancestry, present or past history of mental disorder, learning disability or physical disability, sexual orientation, gender identity and expression or genetic information in its programs and activities. In addition, the College does not discriminate in employment on the additional basis of veteran status or criminal record.

The following people have been designated to handle inquiries or complaints regarding non-discrimination policies and practices:

- Primary Title IX Coordinator
Dr. Adrienne Maslin
Dean of Students/Title IX and Section 504/ADA Coordinator
amaslin@mxcc.edu; 860-343-5759; Founders Hall Room 123
- Secondary Title IX Coordinator
Ms. Mary Lou Phillips
Director of Human Resources, Middlesex Community College
mphilips@mxcc.edu; 860-343-5751; Founders Hall Room 115
- Secondary Title IX Coordinator
Ms. Queen Fordham
Coordinator of the Meriden Center Welcome Desk
qfordham@mxcc.edu; 203-608-3011