

Instructor: John Coliton Fall, 2005 – CRN 24002
Office: HT 423 (301-601-6947) HS 171 – M/W/F 10:00 – 10:55 a.m.
Office Hours: Monday: 1:00–2:00 p.m. Department Phone: 301-353-7722
Tuesday: 12:30–1:30 p.m.
Wednesday: 1:00–2:00 p.m.
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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.

Course Objectives

Upon successful completion of this course, the student should be able to:

- describe the principles, practices and functions of business;
- write and present the critical concepts of the business function that keep a business competitive and focused in the global marketplace;
- differentiate between the different global economies of the world marketplace;
- recognize and solve business related issues in a group format;
- identify a business organization and present the business concepts and success strategies for the global marketplace.

Course Materials

The text is: “*Contemporary Business 2006*” by Boone & Kurtz (ISBN 0-324-32089-2) and is available from our bookstore or online. The accompanying web site is <http://boone.swlearning.com> and is full of extra materials that may prove helpful in this class.

Attendance Policy

Students are expected to attend all class sessions. In cases involving excess absences from class, the instructor may drop the student from class. “Excess absences” is defined as one or more absence than the number of classes per week...
2004-2005 College Catalog – page 51.

Important Dates

The last day to drop the class with a refund is: Tuesday, September 6
The last day to change to audit is: Tuesday, September 20
The last day to drop a class without a grade is: Tuesday, September 20
The last day to drop a class with a grade of “W” is: Tuesday, November 15

Cancellation of Class

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.

Disability Support

A student who may need an accommodation due to a disability should make an appointment to see Harry Zarin (Student Development SA181, 301-353-7767) or Richard Berglund (Student Development SA179, 301-353-1992), counselors for students with disabilities at the Germantown Campus. A letter from Disability Support Services (DSS) authorizing your accommodation is required. A 24-hour TTY phone is available at 301-540-2133. The campus's main switchboard can also receive TTY calls at 301-353-7000.

Any student who may need assistance in the event of an emergency evacuation must identify themselves to Harry Zarin or Richard Berglund as soon as the semester begins so that appropriate support can be provided in the event of an emergency.

Student Conduct

The student code of conduct is outlined on pages 68 - 89 of the 2004 – 2005 Student Handbook. 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.”

Grading Policy and Procedure

Grading is based on two tests and both written and oral assignments solo and group situations. The assignments are developed based on the assumptions that to be successful in business you must be able to communicate clearly to a group, work effectively with a group, and take responsibility for your own actions and learning.

The grading is allocated as follows:

Tests (two at 100 points each)	200
Individual presentations (three)	
Introduce yourself to the class.....	15
Present a possible career	35
Present a company case study.....	50
Group Presentations (two)	
Present an industry overview.....	50
Present a business plan	50
Written reports (seven)	
Personal resume	25
Company case study	25
Industry overview	25
Business plan.....	50
Self evaluation (three at 25 points each).....	75
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	↔	429	(60 - 70%)
F	=	0	↔	359	(0 - 60%)

Lecture Topics and Schedule of Reading Assignments

<u>Week</u>	<u>Reading</u> (chapter)	<u>Topic</u>
8/29	1	Introduction introduce self to class self-evaluation (setting goals)
9/5	2	Ethics resume due Friday
9/12	3, 4	Economics and Competition present career options
9/19	5, 6	Organizations and Entrepreneurs assign company presentations
9/26	7	Ecommerce assign industry presentations
10/3	8, 9	Management and Human Resources company presentations
10/10	10, 11	Teamwork and Operations Management
10/17		Midterm Exam
10/24	12	Marketing the Customer self-evaluations (update)
10/31	13, 14	Marketing through Distribution and Pricing industry presentations assign business plan presentations
11/7	15	Using Technology
11/14	16	Accounting
11/21		Accounting (continued)
11/28	17	Financial Management Business Plan presentations
12/5	18	Investing self-evaluations (final) Review for Final Exam
12/12		Final Exam – Monday – 10:15 a.m. – 12:15 p.m.