NORTHEASTERN TECHNICAL COLLEGE
COURSE OUTLINE

<table>
<thead>
<tr>
<th>COURSE:</th>
<th>PREFIX NO.</th>
<th>EFFECTIVE DATE</th>
<th>NEXT REVIEW DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 101</td>
<td></td>
<td>Summer 2014</td>
<td>Summer 2015</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TITLE:</th>
<th>CREDITS</th>
<th>CONTACTS</th>
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<tbody>
<tr>
<td>Introduction to Business</td>
<td>3.0</td>
<td>3.0 0 3.0</td>
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PREREQUISITES: None

DESCRIPTION: This course is a study of the nature of business activity in relation to the economic society, including how a business is owned, organized, managed, and controlled.

TEXTBOOK(S) OR ALTERNATIVE: BUSN 7 Student Edition, Cengage, 7TH Edition BY KELLY and McGOWEN. ISBN # 9781285187822

MATERIALS (specifying those to be purchased by student):
COLLATERAL READING: Newspapers, Magazines, and Internet Research

CLASS MANAGEMENT ACTIVITIES (Attendance, tardies, testing, etc.):

ACADEMIC HONESTY: During a test, as well as on any written assignment, paper, or project, anyone caught exchanging information or copying someone else's work will be given a grade of "0" on that work and face further disciplinary action. Please refer to the "Student Code Book" on "Academic Dishonesty".

ABSENCES: Students are expected to be in class on time and ready to start working. Students are to remain working until the end of the class period. No student is to leave class early without the permission of the instructor.

Day students will be allowed to miss a maximum of six class meetings. Night students will be allowed to miss a maximum of three class meetings. Once a student misses over the maximum number of absences allowed, he/she will automatically be dropped from class rolls with a grade of “F”.

There are no excused absences except those verified by other instructors for field trips or school-related assignments. A student with a doctor’s excuse will be able to make up missed work, but the absence is still counted toward the maximum number of absences allowed.

TARDIES: A student is tardy if he/she arrives for class after the instructor has checked the class roll. Three tardies will count as one absence for day students. Time missed for night students will be accumulated until an even hour has been missed. Students should strive to get to class on time each day.
**ASSIGNED WORK:** If an assignment is given to the class while a student is absent, he/she is required to turn in the work on the first day back in class.

**CLASSROOM ETIQUETTE:** An integral part of an education is developing a sense of integrity and responsibility not only toward ourselves but also towards others. In the classroom, as on the job or in your home, exhibiting appropriate behavior reflects on your maturity. Arriving late to class, being unprepared, inappropriate talking while class is in session, etc. negatively reflect on you and your fellow students. Please be considerate. No food or drinks are allowed in classrooms. Cell phones should not be on during class.

**STUDENT ID:** It is mandatory that every student wear his or her student ID at all times. The instructor will dismiss students without ID from class. The student may get his/her ID and return to class before the midpoint of the class. If the student cannot get his/her ID and return to class by the midpoint, the instructor will record the absence.

**DISABILITIES STATEMENT:** Students with disabilities are encouraged to contact the Dean of Student Services to discuss needs or concerns as they pursue an academic program and participate in campus life. The Dean of Student Services will provide guidance regarding official documentation of disabilities and/or accommodation of needs. (See College Catalog)

**RESOURCES (A-V, persons, tools/equipment):**

**COURSE TOPICAL OUTLINE** (List topics and sub-topics of course) and Calendar or approximate length of time devoted to topic.

**TOPICS**

I. Business Now: Change is the Only Constant

II. Economics: The Framework for Business

III. The World Marketplace: Business without Borders

IV. Business Ethics and Social Responsibility: Doing Well by Doing Good

V. Business Communication: Creating and Delivering Messages That Matter

VI. Business Formation: Choosing the Form that Fits

VII. Small Businesses and Entrepreneurship: Economic Rocket Fuel
VIII. Accounting: Decision Making by the Numbers

IX. Finance: Acquiring and Using Funds to Maximize Value

X. Securities Markets: Trading Financial Resources

XI. Marketing: Building Profitable Customer Connections

XII. Product and Promotion: Creating and Communicating Value

XIII. Distribution and Pricing: Right Product, Right Person, Right Place, Right Price

XIV. Management, Motivation, and Leadership: Bringing Business to Life

XV. Human Resource Management: Building a Top-Quality Workforce

XVI. Managing Information and Technology: Finding New Ways to Learn and Link

XVII. Operations Management: Putting it all Together

OBJECTIVES OF COURSE:
1. The student will be able to define business and explain how it has evolved.

2. The student will be able to define the many aspects of entrepreneurship, accounting, and choosing the business form that fits.

3. The student will be able to explain the objectives, the process, and the scope of marketing and management.

4. The student will be able to analyze the impact of fiscal and monetary policy and explain the free market system of supply and demand.

INSTRUCTIONAL METHODS TO COMPLETE OBJECTIVES:

Lectures
Small Group Discussions using current event articles, various case problems and exercises.
Projects

EVALUATIVE METHODS TO APPRAISE OBJECTIVES:

Regular Assigned Test 95%
Class Participation and Attendance 5%
Test will be given on the following chapters:
Chapters 1&2
Chapters 3&4
Chapters 5&6
Chapters 7&8
Chapters 11&12

**GRADING SCALE:**

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93 - 100</td>
<td>A</td>
</tr>
<tr>
<td>85 - 92</td>
<td>B</td>
</tr>
<tr>
<td>77 - 84</td>
<td>C</td>
</tr>
<tr>
<td>70 - 76</td>
<td>D</td>
</tr>
<tr>
<td>BELOW 70</td>
<td>F</td>
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