SUFFOLK COUNTY COMMUNITY COLLEGE
COURSE OUTLINE

Course Number: BA-11
Section Number: E0205
Campus: Eastern
Course Title: Introduction to Business
Credits: (3)
Semester: Fall 2004
Meets: Tuesdays & Thursdays 11:00 a.m.-12:15 p.m.
Room: M114 – Montaukett Building
Help Time: By appointment
Professor: Philip E. Kenter, AAS, BS, MPS, and MBA

Background: I have taught business courses at Suffolk and Dowling College since 1984 and hold the rank of Full Professor. I am Vice President for Relay Communications Center.

My teaching style is to integrate textbook theory with real life examples, tied in with student participation, blackboard examples, handouts and case studies as well as take home tests and a writing assignment. I like students to become active in local community affairs when possible.

Tolerance: All students will be kind, considerate and tolerant of each other in their opinions, reports, and participation. It is through others that we learn our own style and formulate an appropriate plan of action to handle the situation at hand.

Policy: Cheating, Classroom disruptions, plagiarism, will not be tolerated. Said students will be asked to leave and serious violations will be referred to the Dean of Students. Please shut off cell phones, beepers, & Nextels during class and take phone calls outside. No smoking, eating or drinking allowed in the classroom. Do your own original work. Do not steal from the Internet without giving credit and ensure it is authenticated.

Objectives: To give students an introductory view of business. This includes the definition of what business is. What an economic system does, how our free market system works. Review the challenges of a global economy, history of America’s economic growth, E-Business today and our new economy.

We will look at ethics in the workplace and social responsibility in business. How business responds to the needs of society and conducts international trade. We will see how to start and finance a new business as well as the forms of business ownership, basic functions of management, effective organizational structure, working in teams, effective business communications, and the role of computers in the workplace.
Objectives – Continued: We will determine what marketing is, the importance of understanding customers and how to plan marketing strategies. We will review how to develop product and pricing strategies. We will look at using distribution channels, selling products through intermediaries and physical distribution. We will ascertain what the promotional mix means and how to do personal selling, sales promotion and advertising. We will explore the basics of accounting, how to do financial management, understand the functions of the Federal Reserve System and basic banking.

We will then review the role of government with business and an overview of the U.S. legal system. We will also look at risk management and insurance, human resources management and finally, review your future and career.

Chapter Assignments: We will one chapter per week. Keep up with the readings so you are prepared to discuss them in class and actively participate.

Week 1   Chapter 1  
Week 2   Chapter 2 & Component A   
Week 3   Chapter 3  
Week 4   Chapter 4   Test 1  
Week 5   Chapter 5  
Week 6   Chapter 6  
Week 7   Chapter 7  
Week 8   Chapter 8   Test 2  
Week 9   Chapter 9  
Week 10  Chapter 10 & Component B  
Week 11  Chapter 11 & Component C  
Week 12  Chapter 12   Test 3  
Week 13  Chapter 13
Weekly Assignments:

- Week 14 Chapter 14 & 15 Written Ass. Due
- Week 15 Chapter 16 & 17 Test 4
- Week 16 Component D & Exercises

Grading:

There will be four Take Home Exams – each covering four chapters of text. Each exam will be due one week from the issuance date and to be done in pencil, on a Scantron form. Each test will be worth 20% for a total of 80%.

A written assignment to be announced will be due on __________________________ and be worth 20%. It will be of topical interest or movie.

Perfect attendance and participation will be worth an additional 10%. One missed class and participation will be worth an additional 5%.

Extra Credit will be assigned as needed and may substitute a full test grade or writing assignment.

Attendance:

Is mandatory. All students will sign in at the commencement of each class. Failure to sign in will constitute an absence. No more than two absences are allowed, unless very special circumstances prevail. Call me if you can’t make a class. My work number is: 631-727-8300 ext. 314
College number: 631-548-2676
Email: Philip @ relaycom.com

Lateness:

Will not be tolerated unless a special circumstance or bad weather exists. Two latencies of more than 10 minutes will constitute one absence. Conversely, if I am late, please wait for me. If I am not going to attend class, I will contact security to notify you. Use that time to review the chapter.
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Notes & Text: Bring your text, a pen & highlighter to class to highlight specifics in the chapters, which may later appear in a test. Your notebook is also needed. Get one with a pocket holder to retain handouts.

Teaching Methods: I will discuss each chapter one at a time in detail and highlight the principle points you should remember. They will then be explained in detail with pertinent examples. I also use handouts and the blackboard for further explanation. Then, I will ask students their respective opinions and further request students to provide additional examples based on their working experiences. I encourage students to either ask questions in class or see me during office hours for further assistance.

I do expect everyone to participate in class and not just sit silently half asleep or not involved. I like enthusiasm in my classes. There should be a lot of energy and idea-generation evoked.

When necessary, I will refer students requiring additional assistance to the Skills Center or counseling office. If you do not understand something, it is your duty to get help and make an appointment to meet with me.

Withdrawals: If you decide this class is not for you, please see me and obtain a withdrawal slip from the Registrar’s Office, so I may sign it.

Conclusion: Have fun & enjoy my class! There is no reason not to obtain an “A” in BA-11. It’s up to you!
**BA-11 SIGN IN SHEET**

**DATE:** _________________________

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BA-11 TERM PAPER

You are required to write a term paper based on the movie that I show in class. This is NOT to be a movie report, but a critical analysis of the management processes and definitions you identify by the characters throughout the movie.

Specifically, you are to write a five page typed report about it. The report is to include the following pages that DO NOT COUNT as part of the five pages of pure information. This is worth 20% of your total grade.

Title Page
Table of Contents Page
Introduction Page
Conclusion Page
Works Cited Page

All pages are to have a one-inch margin on both sides, and a two-inch margin at the bottom. All pages are to be typed and error free.

There must be at least three sources investigated and listed in the Works Cited Page.

GRADING

The paper will be graded in the following manner:

- Any of the above-listed pages missing: -10% each
- Every page short from the five required: -10% each
- Every spelling/typographical/punctuation error: -1% each
- Less than three sources researched & listed: -15% each
- Overall content issues: -10% each
- Plagiarism detected: Automatic Failure
- Paper not typed: -40%
- Every day late up to (4 days): -10% per day