Course: Introduction to Business                                           Instructor: Prof. Mary Ryder
Catalog No.: BA11                                                                 Office: P- 105H
Day, Time, Room: Thursday 6:00- 9:00p.m. (O- 110 )          Phone: 548-2535
E-mail: ryderm@sunysuffolk.edu

TEXT:  **EXCELLENCE IN ACTION**, Bovee and Thill; Prentice Hall

**COURSE DESCRIPTION:**
An introductory course which delves into the most significant activities in
business. Topics of study include: organization, marketing, purchasing,
production, business finance, labor relations and government regulation.
This course is recommended as background for further studies in business.

**COURSE OBJECTIVES:**
This is a survey course that touches on many aspects of modern business.
Upon completion of the course, students will be able to:

a. explain the interrelationship between the economic, legal, social , and
technical aspects of the business environment in order to make better
decisions;

b. trace the historical development of American business to plan for the
future;

c. identify the various viewpoints regarding the responsibilities of business
to society and the role of the government in assuring that business satisfies
those responsibilities to do the most good;

d. recognize the “consumerism” and “environmental” movements and
incorporate their principles in business activities;

e. identify the major strengths and weaknesses of various types of business
organizations(i.e. proprietorships and corporations) to determine the best
route to follow;
f. identify and explain various sources of both long-term financing for corporations, partnerships and sole proprietorships to optimize cash flow management;

g. identify, explain and apply the functions of management in diverse situations;

h. outline the development of organized labor in order to use human resources more wisely;

i. identify the various aspects of production management and implement these concepts;

j. explain the concept of marketing orientation, identify its major components and integrate these ideas in business practice;

k. identify and explain the various functions which must be performed in any distribution system and find those which are the most appropriate;

l. demonstrate an awareness of career fields and occupations in business for personal and societal fulfillment.

**PROCEDURES FOR ACCOMPLISHING THESE OBJECTIVES:**

1. The instructor will lecture on a variety of business subjects and solicit classroom participation.

2. The student will do the assigned readings to supplement the lectures. Students will participate in the class discussions. Case studies will be used;

3. The student will learn the vocabulary of the business world;

4. Audio-visual materials, including films, may be utilized.

**COURSE REQUIREMENTS:**

1. Satisfactory completion of the attendance requirements.
2. Satisfactory completion of TWO (2) examinations.
3. Satisfy the writing requirement for the course, described below:
4. Completion of a Case Study Project; details will follow.
**Grading Practice:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Grade</th>
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<tbody>
<tr>
<td>Two exams @ 20% &amp; 20%</td>
<td>40%</td>
<td>_____ _____</td>
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<tr>
<td>Case Studies</td>
<td>10%</td>
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<tr>
<td>Written Summaries</td>
<td>30%</td>
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<tr>
<td>Class Participation</td>
<td>10%</td>
<td>_____</td>
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<tr>
<td>Attendance</td>
<td>10%</td>
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**Attendance Requirements:**

All students are expected to attend every class session for which they are registered. Students are responsible for all that transpires in class whether or not they are in attendance. The College defines **excessive absence or lateness as more than the equivalent of one week of class meetings during the semester.** Excessive absence or lateness will lead to failure in the course or Removal from the class roster. Two lates for class are equal to one absence. If you arrive late, you MUST talk to the instructor immediately upon completion of the class to receive credit for attendance.
WEEKLY OUTLINE OF TOPICS TO BE COVERED

01/31/08  Intro.
02/07/08  Chapter: 1
02/14/08  Chapter: 2  Summary One Due
02/21/08  Chapter: 3, 5
02/28/08  Class Cancelled
03/06/08  Chapter: 6, 7  Summary Two Due
03/13/08  Test I  Chapter 8
03/20/08  No Classes Held
03/27/08  No Classes Held
04/03/08  Group Library Project
04/10/08  Chapter 9,10  Summary Four Due
04/17/08  Chapter: 11,12
04/24/08  Chapter: 13,15  Summary Five Due
05/01/08  Chapter : 18  Group Projects Due
05/08/08  Test II
05/15/08

SUMMARY REQUIREMENTS:

HAND IN ON TIME (NO EXCEPTIONS), FIVE(5)- INDIVIDUAL ONE PAGE ASSIGNMENTS REPRESENTING, ONE OF THE PRECEEDING CHAPTERS THAT YOU HAVE READ.
IDENTIFY WHAT YOU CONSIDER IS INTERESTING AND OR IMPORTANT; THEN RELATE IT TO A PERSONAL EXAMPLE.
MUST BE TYPED (SIX points each.)