

NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE

COURSE SYLLABUS

Course Title: Introduction to Business

Course #: BBG* 101

Course Description: Includes a broad range of topics that relate to the contemporary business practices. Business trends: cultivating a business in a diverse global environment. Business ownership. Strategic management: the strategic consequences of competing on the edge. Financial structure: the methods used to measure the effectiveness of objectives and strategies. Management of human capital: obtaining, retraining, and motivating people to produce quality goods and services. Marketing: creating and keeping customers. Process Improvement: achieving better results through improving system processes. Three (3) semester hours.

Prerequisites: Eligible for ENG* 101 (ENG* 063 and ENG* 073, or ENG* 085, or ENG* 093, or satisfactory placement test scores).

Goal: To obtain knowledge of a broad range of business topics and concepts necessary to successfully operate in today's changing business environment.

Outcomes: By the end of the course the student should be able to:

- analyze the environment in which business operates
- describe the effect of economic conditions on business performance.
- explore the role of business in promoting social responsibility and ethical behavior at all levels in business operations.
- explain the economic basis for international business.
- examine sole proprietorships, partnerships, and corporations as legal form of business ownership and describe the advantages and disadvantages of each.
- assess the contributions of small businesses to our economy
- discuss the need for management in business organizations and the role of management in developing an organizational structure, acquiring human resources, and creating a supportive work environment.
- describe the production function: its purposes, elements, and processes.
- summarize the different methods of motivating employees in the workplace.
- explain the marketing process and how it drives business activities.
- examine the importance of the accounting function, its major uses, and major financial statements.
- use financial analysis as a decision-making tool.
- research, organize, and write a business plan.
- demonstrate successful individual and team workplace skills.

College Policies

Plagiarism: Plagiarism and Academic Dishonesty are not tolerated at Northwestern Connecticut Community College. Violators of this policy will be subject to sanctions ranging from failure of the assignment (receiving a zero), failing the course, being removed/expelled from the program and/or the College. Please refer to your "Student Handbook" under "Policy on Student Rights," the Section entitled "Student Discipline," or the College catalog for additional information.

Americans with Disabilities Act (ADA): The College will make reasonable accommodations for persons with documented learning, physical, or psychiatric disabilities. Students should notify Dr. Christine Woodcock, the Counselor for Students with Disabilities. She is located at Green Woods Hall, in the Center for Student Development. Her phone number is 860-738-6318 and her email is cwoodcock@nwcc.edu.

School Cancellations: If snowy or icy driving conditions cause the postponement or cancellation of classes, announcements will be made on local radio and television stations and posted on the College's website at www.nwcc.edu. Students may also call the College directly at **(860) 738-6464** to hear a recorded message concerning any inclement weather closings. Students are urged to exercise their own judgment if road conditions in their localities are hazardous.

Use of Electronic Devices: Some course content as presented in Blackboard Learn is not fully supported on mobile devices at this time. While mobile devices provide convenient access to check in and read information about your courses, they should not be used to perform work such as taking tests, quizzes, completing assignments, or submitting substantive discussion posts.

Sexual Assault and Intimate Partner Violence Resource Team: NCCC is committed to creating a community that is safe and supportive of people of all gender and sexual identities. This pertains to the entire campus community, whether on ground or virtual, students, faculty, or staff.

Sexual assault and intimate partner violence is an affront to our national conscience, and one we cannot ignore. It is our hope that no one within our campus community will become a victim of these crimes. However, if it occurs, NCCC has created the SART Team - Sexual Assault and Intimate Partner Violence Resource Team - to meet the victim's needs.

SART is a campus and community based team that is fully trained to provide trauma-informed compassionate service and referrals for comprehensive care. The team works in partnership with The Susan B. Anthony Project to extend services 24 hours a day, 7 days a week throughout the year.

The NCCC team members are:

Ruth Gonzalez, Ph.D.	860-738-6315	Green Woods Hall Room 207
Susan Berg	860-738-6342	Green Woods Hall Room 223
Kathleen Chapman	860-738-6344	Green Woods Hall Room 110
Michael Emanuel	860-738-6389	Founders Hall Annex Room 308
Seth Kershner	860-738-6481	Library
Jane O'Grady	860-738-6393	Founders Hall Annex Room 212
Robin Orlomoski	860-738-6416	Business Office Room 201
Patricia Bouffard, Ex-Officio	860-738-6319	Founders Hall Room 103
Savannah Schmitt		Student Representative

At NCCC we care about our students, staff and faculty and their well-being. It is our intention to facilitate the resources needed to help achieve both physical and emotional health.