



Course Syllabus

A. Course Number-Section Number, Course Title, Days and Times, Campus and Room Number:	BU140 Introduction to Business
B. Program / Department Name: Instructor Name:	Business Administration Joann Ramaekers
C. Contacting the Instructor – Campus and Office Number: Instructor Phone: Department Secretary Phone: e-Mail: Office Hours:	716-992-3600 South advramaekj@ecc.edu T & Th 2:1-3:45
D. Course Description:	The course introduces the student to the contemporary business world. Topics include economic factors, forms of business ownership, managing people in organizations, principles of marketing, managing information, and various financial issues.
E. Text / Course Materials / Technical Resources: <i>Enter Title, edition, author and publisher, year, and ISBN number; Software or URLs, Labs</i> AIM or OER Option (if available): <i>Affordable Instructional Material (AIM) or Open Educational Resource (OER)</i>	Principles of Business, Marketing, and Finance, 2nd Edition Dansby, Gassen, Clark The Goodheart-Willcox Company, Inc. 978-1-64925-026-1
F. Library Resources:	https://www.ecc.edu/client/twocolumn.aspx?pageid=3757
G. Course Outcomes:	Upon completion of this course, the student will be able to: <ol style="list-style-type: none">1. Use a “business vocabulary” which will serve as a foundation for further study.2. Discuss the role of business in our economic system3. Identify ethical and socially responsible behavior in business.4. Explain the features and characteristics of the various forms of business ownership.5. Describe important business activities such as: production, marketing, finance, management, and human resources.6. Discuss the importance of global trade.

H. SUNY Erie Institutional Learning Outcomes (ILOs):

1. Communication (1, 2, 4, 5, 6)
2. Critical Analysis and Reasoning (3, 4, 5)

I. SUNY [General Education Knowledge and Skills Areas](#) (if applicable):

N/A

J. Grading Determination:

Presentations
 Quizzes
 Exams
 Projects

K. Testing / Means of Evaluation of Student Learning:

<u>Method</u>	<u>Percentage</u>	<u>Quantity or Delivery Notes</u>
Tests/quizzes	60%	
Classwork	40%	

<u>Letter Grade</u>	<u>Percentage</u>
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	64-66
D-	60-63
F	59 and below

L. Attendance Requirements:

Seated class: Mandatory

M Classroom Expectations:

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Respect, Attendance, no late assignments

N. Students with Disabilities:

SUNY Erie Community College recognizes the right of qualified individuals with disabilities to access an education through appropriate accommodations. Disabilities can be but are not limited to physical limitations and chronic health conditions, to mental health and learning disorders. A Student with a documented disability may be eligible to receive reasonable accommodations through the Student Access Centers located at each campus to access education. SUNY Erie looks to help eliminate barriers and disadvantages that may exist to all students pursuing an education to the best of their ability. If you would like to speak with a Counselor to determine eligibility, please contact your campus Student Access Center:

City Campus: Susan McLaughlin, 121 Ellicott, Room 266; 851-1189

South Campus: Fran Moyer, Room 3120; 851-1933

North Campus: Aaron Garmon, Spring Center Room 213; 851-1495

O. Topical Outline:

- The U.S. Business Environment 1 week
- Business Ethics and Social Responsibility 1 week
- Entrepreneurship, and New Ventures 1 week
- Forms of Business Ownership 1 week
- International Trade 1 week
- Business Management 1 week
- Organizing the Business 1 week
- Operations Management and Quality 1 week
- Employee Behavior and Motivation 1 week
- Leadership and Decision Making 1 week
- Human Resource Management and Labor Relations 1 week
- Marketing Processes and Consumer Behavior 1 week
- Pricing, Distributing, and Promoting Products 1 week
- Information Technology 1 week
- Uses of Accounting Information 1 week
- Money and Banking 1 week

P. Starfish® Integrated Course:

SUNY Erie Community College has partnered with Starfish® Retention Solutions as a continual effort to enable student success, both in the classroom and in meeting overall educational goals. The Starfish® system may be used to provide feedback on course progress. Throughout the semester, emails may be sent via Starfish® regarding grades, performance in the classroom, and access to supplemental services, such as library resources and skills labs. This information will be shared with student support professionals on campus who will reach out to help ensure your success at SUNY Erie. Starfish® is also a way to receive kudos, designed to encourage progress. Please be sure to read your SUNY Erie email on a timely basis, so you are aware of your progress in this course.

Q. Academic Integrity:

SUNY Erie Community College assumes that students will behave with integrity. Academic dishonesty, as defined in the Student Code of Conduct, will be actionable by the department and faculty, working within the procedures defined by the college. Academic dishonesty accusations must be documented and investigated. Students have the right to dispute accusations of academic dishonesty through the student academic grievance policy.

R. Syllabus Prepared By:

Joann Ramaekers

Last Updated Date:

10/2024