



Tompkins Cortland Community College Concurrent Enrollment Course Outline

Course Discipline and Number: BUAD 106
Course Title: **Foundations of Business**

Year: Fall 2022
Credit Hours: 3

Pam Coombs

pcoombs@mcgrawschools.org; 607.836.3601 x4791

McGraw High School Business & Computer Education Grades 9-12

CollegeNow Dual Credit with Tompkins Cortland Community College

Course Description

Designed to present an overview of the field of business. Business concepts including the economy, competition, management, and labor relations, are introduced through lecture and discussion. The course also explores business areas such as banking, insurance, and the securities market. **Prerequisites:** RDNG 099 if required by placement testing; prior completion or concurrent enrollment in ENGL 099 and MATH 090 if required by placement testing. 3 Cr. (3 Lec.) Spring semester

Course Prerequisites

Basic Skills/Entry Level Expectations

Writing: English 9R

Math: Algebra 9R

Reading: English 9R

Course Context/Audience

This course is also appropriate for someone with a general interest in the field of business.

Course Goals

By successfully completing this course, the student will be able to demonstrate:

1. Familiarity with the basic areas monetary policy and the banking system
2. Knowledge of basic money and banking terminology, financial markets, and monetary policy
3. The ability to make knowledgeable business career choices.
4. Appropriate preparation for advanced course work in business.

Course Objectives/Topics Objective/Topic # Hours

Students will understand an overview of the financial system and why we study money, banking and financial markets. 3 Hours

Students will understand the meaning of interest rates, the risks of investment, and a foundational base of the stock market and how it works. 6 Hours

Students will learn about financial structures, banking and management institutions, the banking industry, and how financial crises can affect the economy. 6 Hours

Students will become familiar with the process of management. 3 Hours

Students will understand how business creates organization structure. 3 Hours

Students will learn the basics of human resource management. 3 Hours

Students will understand the importance of good labor-management relations. 3 Hours

Students will understand how business utilizes marketing strategy. 6 Hours

Students will understand the basics of money, the banking system, and other financial institutions. 3 Hours

Students will learn the basics of investing and the securities markets. 3 Hours

Students will understand how business utilizes risk management and insurance. 3 Hours

Students will learn the importance of business ethics and social responsibility. 3 Hours

Services for Students with Disabilities: It is the school's policy to provide, on an individual basis, reasonable accommodation to students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. All course materials are available in alternate formats upon request.

Instructional Methods

This course should be taught using lecture, computers, and class discussion. Small group exercises and videos may be used to enhance the learning experience.

Methods of Assessment/Evaluation

Method	% Course Grade
Daily work/Homework	15%
Quizzes and Small Projects	15%
Test/Projects/Oral Presentations	60%
Active Participation	10%

Text(s)

BUSN4 Marce Kelly & Jim McGowen, 4th edition, South-Western College Publishing ISBN: 10: 1-111-52706-7
OER Learning Resources as needed

Tompkins Cortland Community College's Statement of Academic Integrity

Every student at Tompkins Cortland Community College is expected to act in an academically honest fashion in all aspects of his or her academic work: in writing papers and reports, in taking examinations, in performing laboratory experiments and reporting the results, in clinical and cooperative learning experiences, and in attending to paperwork such as registration forms.

Any written work submitted by a student must be his or her own. If the student uses the words or ideas of someone else, he or she must cite the source by such means as a footnote. Our guiding principle is that any honest evaluation of a student's performance must be based on that student's work. Any action taken by a student that would result in misrepresentation of someone else's work or actions as the student's own — such as cheating on a test, submitting for credit a paper written by another person, or forging an advisor's signature — is intellectually dishonest and deserving of censure.

Attendance Policy: Students are expected to maintain a 90% attendance rate. To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.

Students should review the guidelines provided on TC3 CollegeNow's website for information on college expectations, TC3 library resources, and transferring credits. Student Support and Resource links appear on the right side of the CollegeNow homepage at www.tc3.edu/collegenow

Bibliography

Contemporary Business, Boone & Kurtz, 14th edition, Southwestern Publishing

Other Learning Resources

Audiovisual Provided in Instructor's Manual Materials

Other resources as located and seen as valuable and necessary - OER