Instructor: Tom Waskiewicz  413-548-0376
twaskiewicz@wsc.ma.edu  Office hours: Mon./Wed., 4:30-5:30 P.M.
Emails responded to within 48 hours

Introduction to Business
This class covers the exciting, constantly-changing and vast world of business, in the U.S. and world-wide. We will begin with an overview of the world of business and economics and then move through ethics, business ownership, producing goods and services, attracting and retaining employees, team-building, management relations and marketing.

Required Text
Pride, Hughes, Kapoor, Business, 11th edition, South-Western CENGAGE Learning

Assessment & Grading Scale
Quizzes
Thirteen (13) quizzes will be given during the term, covering material from the immediately previous and current class sessions. Format is objective, comprising multiple choice, true/false, matching, and short answer questions.

Final Exam
One mid-term and one final exam will be given during the term and are scheduled for mid-semester and during finals week. The exams are cumulative, and will be structured like the quizzes, with the addition of essay questions requiring thoughtful application of our studies to a real-world problem.

Participation Policy
You are expected to participate every week and to read the chapters, participate in on-line discussion groups and complete the assignments that will be covered in class that week. There may be times when it is impossible to participate due to a long illness, a trip or an emergency. If you miss a week’s work, it is your responsibility to find out what was covered and to complete the assignments. Please contact me and we’ll work out the arrangements.

Discussion/Participation
Through on-line discussions and written responses to questions, you are strongly encouraged to learn to think through your own and others' experiences and insights within the context of our on-line discussions. In short, you are encouraged to demonstrate your internalization of our material for application in the real world. In this context, you are not being evaluated for reaching "right" conclusions, but for demonstrating your facility in forming arguments for any conclusions, given the material we will cover in class.
To give direct incentive to so engage, roughly 20% of your mark for the course will be comprised of my assessment of your “classroom” participation (on-line discussions/emails) during the term. The point is not to create undue angst, but to determine your active engagement with the material in the context of the class.

Caveat
The syllabus is composed in good faith, with a schedule of readings, quizzes, homework and discussions which will guide us throughout the term. Still, the instructor reserves the right to make adjustments to this schedule as deemed necessary for the overall enterprise of the class. Any changes will be communicated as far in advance as feasible, and you are responsible for knowing if and when any changes have been made.

Grading
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<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Discussion/Emails</td>
<td>20%</td>
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<td>Quizzes</td>
<td>30%</td>
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<td>Homework</td>
<td>30%</td>
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<td>Mid-term</td>
<td>10%</td>
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<td>Final</td>
<td>10%</td>
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<td>Total</td>
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*I’m open to and encourage additional learning opportunities that you’d like to pursue in the business field. If you, for example, recommend a book to the class coupled with your written summary of the author’s intent, or you attend a forum at which a speaker addresses a class-related topic, or you initiate a discussion for the class to participate in, or you reference a journal article from a business magazine, please let me know. I will apply your experience/effort towards a higher grade.