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BADM 100.80: Introduction to Business - Honors

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INTRODUCTION TO BUSINESS
HONORS SECTION
Spring Semester 2004

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Required Text:

Contemporary Business 2003, Boone & Kurtz

Additional Required reading

The Wall Street Journal a one-semester subscription will be required.

This course is designed to give students a broad overview of all aspects of business as it is conducted in the global economy of 2003. While the sheer number of concepts introduced is somewhat daunting, all efforts will be made to apply the material to present day markets and business situations. This is the rationale behind the two sources of reading.

The text will be useful primarily for general concepts and vocabulary. It is the most popular text available and has been updated recently. In addition, students will be required to read certain sections of the WSJ daily (either online or the hard copy). This should allow for some lively discussions on how new concepts apply to present day decisionmaking. Hopefully this application based method will facilitate a more exciting learning environment and allow for a greater understanding of how the new concepts all fit together.

Three exams will be given during the regular semester. The examinations may cover lectures, class discussions, the text, videos, and any handouts. Also, a final exam (cumulative) will be held at the regularly scheduled time. **Your semester grade will be based on your best three exam scores. If you take all three exams, and do well, the final won't be necessary for you.**

Grades will be based on:

Exams	50%
WSJ quizzes	25%
Assignments	10%
Participation	15%