

CENTRAL TEXAS COLLEGE SYLLABUS

BUSINESS 1301

BUSINESS PRINCIPLES

Semester Hours Credit: 3

Instructor: _____

Office Hours: _____

I. COURSE DESCRIPTION

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life.

II. LEARNING OUTCOMES

Upon successful completion of this course, Business Principles, the student will:

1. Identify major business functions of accounting, finance, information systems, management, and marketing.
2. Describe the relationships of social responsibility, ethics, and law in business.
3. Explain forms of ownership, including their advantages and disadvantages.
4. Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.
5. Identify and explain the role and effect of government on business.
6. Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.
7. Describe basic financial statements and show how they reflect the activity and financial condition of a business.
8. Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.
9. Explain integrity, ethics, and social responsibility as they relate to leadership and management.
10. Explain the nature and functions of management.
11. Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.
12. Demonstrate an understanding of the environments in which businesses operate today.

III. INSTRUCTIONAL MATERIALS

The instructional materials identified for this course are viewable through www.ctcd.edu/books.

IV. COURSE REQUIREMENTS

- A. **A. Attendance: (Refer to CTC Catalog for detailed policy).** You are expected to attend each class period, be on time and stay the full class period or be counted absent. **You** are responsible for all course material missed due to absence. (FC1 & 4)
 - B. **Reading Assignments:** You are expected to have read the assigned readings prior to class. You should be prepared to discuss reading assignments in class. (CA1, CC2, CC3, FA1 &5)
 - C. **Current Event Article Report:** In addition to text readings, each student will prepare a Business-Related current event article reports. Select an article from a current publication from the CTC Library Database (newspaper, news magazine, etc). Summarize the article in no more than three lines by briefly stating the main points in your own words. Note additional instructions under "Article Reports."
 - D. **Oral Report:** Each student will present the written article reports orally to the class (lecture)
- OR
- D. **Student Introduction (online)**
 - E. **Discussion Boards:** The discussion boards will be completed in Blackboard or in the classroom, depending on delivery mode and instructor.
 - F. **Chapter Quizzes**

V. EXAMINATIONS

- A. **Syllabus Quiz:** At the beginning of the class there will be a quiz on the content of this course syllabus or Eaglemail assignment
- B. **Major Exams:** There will be three exams.
- C. **Spot Quizzes:** The instructor may administer pop or spot quizzes from time to time throughout the semester.

VI. GRADE COMPUTATIONS

Course grades will be determined by total points earned as follows:

A900-1000

D 600-699

B 800-899
C 700-799

F 0-599

Grade Components	
Component	Possible Points
Syllabus Quiz	25 points
Student Introduction/Oral Report	50 points
Article Report	50 points
Chapter Quizzes	150 points
Discussion Boards (3 at 75 points each)	225 points
Exam 1	150 points
Exam 2	150 points
Exam 3	200 points
Total	1000 points

Course Grade Calculation					
Grade	A	B	C	D	F
Points	900-1000	800-899	700-799	600-699	0-599

VIII.

ADDITIONAL INSTRUCTIONS FROM INSTRUCTOR

A.

Course Withdrawal: Course Withdrawal: It is the student's responsibility to officially drop a class if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal. The withdrawal form must be signed by the student.

The form will be accepted at any time prior to Friday of the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is as follows.

10-week session	Friday of the 8th week
8-week session	Friday of the 6th week
5-week session	Friday of the 4th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of "F" for scholastic dishonesty.

- B. Incomplete Grade:** The College catalog states, “An incomplete grade may be given in those cases where the student has completed the majority of the course work, but because of personal illness, death in the immediate family, or military orders, the student is unable to complete all the requirements for a course.” Prior approval from the instructor is required before the grade of “IP” for Incomplete is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an “F” for the course.
- C. Cellular Phones and Beepers:** Cellular phones and beepers will be turned off while the student is in the classroom.
- D. American’s with Disabilities Act (ADA):** Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at www.ctcd.edu/disability-support for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.
- E. Instructor Discretion:** The instructor reserves the right of final decision in course requirements.

- F. **Civility:** Individuals are expected to be cognizant of what constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.
- G. **Honesty and Integrity:** (FC5) All students are required and expected to maintain the highest standards of scholastic honesty in the preparation of all course work and during examinations. The following will be considered examples of scholastic dishonesty:
- a. **Plagiarism:** The taking of passages from writing of others without giving proper credit to the sources.
 - b. **Collusion:** Using another's work as one's own; or working together with another person in the preparation of work, unless joint preparation is specifically approved in advance by the instructor.
 - c. **Cheating:** Giving or receiving information on examinations.

IX. COURSE OUTLINE

A. **Unit One:** The Business Environment

1. **Unit Outcomes:** Upon successful completion of this unit, the student will be able to:

1. Describe how businesses and not-for-profit organizations help create our standard of living.
2. Identify the sectors of the business environment and how changes to them can influence business decisions.
3. Identify the primary features of the world's economic system and how the three sectors of the U.S. economy are linked.
4. Describe how economic growth, full employment, price stability, and inflation indicate a nation's economic health.
5. Define how government uses monetary policy and fiscal policy to achieve its macroeconomic goals.
6. Describe the basic microeconomic concepts of demand and supply and how they establish prices.
7. Identify the four types of market structure.
8. Explain which trends reshape the business, microeconomic, and macroeconomic environments, and competitive arena.
9. Describe what philosophies and concepts shape personal ethical standards.
10. Define how organizations encourage ethical business behavior.
11. Describe corporate social responsibility.
12. Define how businesses meet their social responsibilities to various stakeholders.
13. Explain the trends are in ethics and corporate social responsibility.
14. Explain why global trade is important to the United States, and how it is measured.
15. Explain why nations trade.
16. Describe the barriers to international trade.
17. Define how governments and institutions foster world trade.
18. Describe international economic communities.
19. Describe how companies enter the global marketplace.
20. Describe what threats and opportunities exist in the global marketplace.
21. Describe the advantages of multinational corporations.
22. Describe what the trends are in the global marketplace.

2. Learning Activities:

- a. Classroom discussion and group participation
- b. Individual study and classroom preparation
- c. Homework and other assignments designated by the instructor.

3. Lesson Outline:

- a. Unit Outline: Follow the sequence of unit learning outcomes.

B. Unit Two: Business Ownership and Entrepreneurship

1. Unit Outcomes: Upon successful completion of this unit, the student will be able to:

1. Recall the advantages and disadvantages of the sole proprietorship form of business organization.
2. Identify the advantages of operating as a partnership, and what downside risks partners should consider.
3. Describe how corporate structure provides advantages and disadvantages to a company, and what are the major types of corporations.
4. Recall what other options for a business organization a company has in addition to sole proprietorship, partnerships, and corporations.
5. Recall what makes franchising an appropriate form of organization for some types of business, and why does it continue to grow in importance.
6. Explain why mergers and acquisitions are important to a company's overall growth.
7. Recall what current trends will affect the business organizations of the future.
8. Explain why people become entrepreneurs and the different types of entrepreneurs.
9. Recall what successful characteristics entrepreneurs share.
10. Describe how small businesses contribute to the U.S. economy.
11. Describe the first steps to take if you are starting your own business.
12. Explain why managing a small business presents special challenges for the owner.
13. Describe the advantages and disadvantages small businesses owners face.
14. Describe how the Small Business Administration helps small businesses.
15. Recall what trends are shaping entrepreneurship and small-business ownership.

2. Learning Activities:

- a. Classroom discussion and group participation
- b. Individual study and classroom preparation
- c. Homework and other assignments designated by the instructor.

3. Lesson Outline:

- a. Unit Outline: Follow the sequence of unit learning outcomes.

C. Unit Three: Management, Organization, and Human Resources

1. Unit Outcomes: Upon successful completion of this unit, the student will be able to:

1. Describe the four types of planning.
2. Recall the primary functions of managers in organizing activities.

3. Identify how leadership styles influence corporate culture.
4. Identify how organizations control activities.
5. Describe what roles managers take on in different organizational settings.
6. Describe what set of managerial skills is necessary for managerial success.
7. Recall what trends will affect management in the future.
8. Describe traditional forms of organizational structure.
9. Describe what companies are using contemporary organizational structures.
10. Explain why companies are using team-based organizational structures.
11. Describe what tools companies use to establish relationships within their organizations.
12. Identify how the degree of centralization/decentralization can be altered to make an organization more successful.
13. Identify how mechanistic and organic organizations differ.
14. Describe how the informal organization affects the performance of the company.
15. Recall what trends are influencing the way businesses organize.
16. Describe the human resource management process, and how human resource needs to be determined.
17. Describe how firms recruit applicants.
18. Describe how firms select qualified applicants.
19. Recall what types of training and development organizations offer their employees.
20. Describe how performance appraisals are used to evaluate employee performance.
21. Describe types of compensation and methods for paying workers.
22. Describe the labor union and how it's organized, what is collective bargaining, and what are some key negotiation issues.
23. Recall how grievances between management and labor are resolved, and what tactics are used to force a contract settlement.
24. Describe the key laws and federal agencies affecting human resource management and labor relations.
25. Describe what trends and issues are affecting human resource management and labor relations.
26. Describe the basic principles of Frederick Taylor's concept of scientific management.
27. Identify what Elton Mayo's Hawthorne study reveals about worker motivation.
28. Describe Maslow's hierarchy of needs, and how these needs relate to employee motivation.
29. Recall how McGregor's Theories X and Y and Ouchi's Theory Z are used to explain worker motivation.
30. Describe the basic components of Herzberg's motivator-hygiene theory.
31. Recall how the four contemporary theories on employee motivation offer insights into improving employee performance.
32. Recall how managers redesign existing jobs to increase employee motivation and performance.
33. Describe what initiatives organizations are using today to motivate and retain employees.
34. Recall why production and operations management are important in both manufacturing and service firms.
35. Describe what types of production manufacturers process and service firms use.
36. Identify how organizations decide where to put their production facilities. What choices must be made in designing the facility?
37. Recall why resource-planning tasks such as inventory management and supplier relations are critical to production.
38. Describe how operations managers schedule and control production.
39. Identify how quality-management and lean-manufacturing techniques help firms improve production and operations management.
40. Identify what roles technology and automation play in manufacturing and service-industry operations management.
41. Recall what key trends are affecting the way companies manage production and operations.

2. Learning Activities:

- a. Classroom discussion and group participation
- b. Individual study and classroom preparation
- c. Homework and other assignments designated by the instructor.

3. Lesson Outline:

- a. Follow the sequence of unit learning outcomes.

D. Unit Four: Marketing

1. Unit Outcomes: Upon successful completion of this unit, the student will be able to:

1. Describe the marketing concept and relationship-building.
2. Recall how managers create a marketing strategy.
3. Identify marketing mix.
4. Recall how consumers and organizations make buying decisions.
5. Identify the five basic forms of consumer and business market segmentation.
6. Describe what a product is, and how it's classified.
7. Describe how organizations create new products.
8. Identify the stages of the product life cycle.
9. Describe what strategies are used for pricing products, and what are the future trends.
10. Describe what trends are occurring in products and pricing.
11. Describe the nature and function of distribution (place).
12. Describe wholesaling, and what are the types of wholesalers.
13. Describe the different kinds of retail operations.
14. Recall how supply-chain management can increase efficiency and customer satisfaction.
15. Describe promotion, and what are the key elements of a promotional mix.
16. Recall how advertising media is selected.
17. Describe personal selling.
18. Identify the goals of a sales promotion, and what are several types of sales promotion.
19. Recall how public relations fit into the promotional mix.
20. Describe social media, and how has it changed promotion.
21. Describe e-commerce, and how does it affect promotion.

2. Learning Activities:

- a. Classroom discussion and group participation
- b. Individual study and classroom preparation
- c. Homework and other assignments designated by the instructor.

3. Lesson Outline:

- a. Follow the sequence of unit learning outcomes.

E. Unit Five: Accounting and Finance

1. Unit Outcomes: Upon successful completion of this unit, the student will be able to:

1. Recall why financial reports and accounting information are important, and who uses them.
2. Describe the differences between public and private accountants, and how has federal legislation affected their work.
3. Describe the six steps in the accounting cycle.
4. Identify what terms on the balance sheet describe the financial condition of an organization.
5. Recall how the income statement reports a firm's profitability.
6. Recall why the statement of cash flows is an important source of information.
7. Identify how ratio analysis can be used to identify a firm's financial strengths and weaknesses.
8. Describe what major trends affect the accounting industry today.
9. Define money, what are the characteristics and functions, and what are the three parts of the U.S. money supply.
10. Describe the Federal Reserve and how they manage the money supply.
11. Describe key financial institutions, and what role they play in the process of financial intermediation.
12. Recall how the Federal Deposit Insurance Corporation (FDIC) protects depositors' funds.
13. Recall what roles U.S. banks play in the international marketplace.
14. Identify what trends are reshaping financial institutions.
15. Recall how finance and the financial manager affect a firm's overall strategy.
16. Describe the types of short-term and long-term expenditures a firm makes.
17. Describe the main sources and costs of unsecured and secured short-term financing.
18. Describe the key differences between debt and equity, and what are the major types and features of long-term debt.
19. Recall when and how firms issue equity, and what are the costs.
20. Identify how securities markets help firms raise funding, and what securities trade in the capital markets.
21. Recall where investors buy and sell securities, and how are securities markets regulated.
22. Describe the current developments in financial management and the securities markets.
- 23.

2. Learning Activities:

- a. Classroom discussion and group participation
- b. Individual study and classroom preparation
- c. Homework and other assignments designated by the instructor.

3. Lesson Outline:

- a. Follow the sequence of unit learning outcomes.