JEFFERSON COLLEGE
COURSE SYLLABUS

BUS 101
INTRODUCTION TO BUSINESS
3 Credit Hours

Prepared by:
Mary E. Baricevic
January 7, 2014

Ms. Linda Abernathy, Math, Science and Business Division Chair
Ms. Shirley Davenport, Dean, Arts & Science Education
BUS101 INTRODUCTION TO BUSINESS

I. CATALOGUE DESCRIPTION

A. Course pre-requisites/co-requisites:
   Reading proficiency

B. 3 semester credit hours

C. Introduction to Business is a business survey course covering the major business topics of management, marketing, finance, and economics (F, S, Su, O)

II. EXPECTED LEARNING OUTCOMES / CORRESPONDING ASSESSMENT MEASURES

<table>
<thead>
<tr>
<th>Expected Learning Outcomes</th>
<th>Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate an understanding of basic business principles associated with economics, marketing, human resource management, finance and other business areas</td>
<td>Assigned exercises such as, case studies, written responses to discussion questions, etc., quizzes, unit tests, and final exam</td>
</tr>
<tr>
<td>Demonstrate an understanding of business concepts which they can apply in their own lives</td>
<td>Assigned exercises such as, the creation of a stock market portfolio, preparation of a cover letter and resume, etc., quizzes, unit tests, and final exam</td>
</tr>
<tr>
<td>Demonstrate a basic understanding of the process associated with starting and managing a business</td>
<td>Assigned exercises such as, written responses to discussion questions, quizzes, unit tests, and final exam</td>
</tr>
</tbody>
</table>

III. OUTLINE OF TOPICS

A. Taking risks and making profits within the dynamic business environment
   1. Profit and its relationship to risk
   2. Effects of businesses on standard of living and quality of life
   3. Effects of economic, technological and competitive aspects of business environment on businesses
   4. Changes in social environment and business community’s reactions to those changes
   5. Global challenges faced by businesses

B. Using securities markets for financing & investing opportunities
   1. Functions of securities markets and role of investment bankers
   2. Advantages and disadvantages of issuing (selling) bonds
3. Advantages and disadvantages of issuing (selling) stock and differences between common and preferred stock
4. Stock exchanges and investing in securities markets
5. Investment in bonds, stocks and mutual funds
6. Securities quotations and stock quote tables

C. Understanding economics and how it affects business
1. Wealth creation and Adam Smith's theory of growth economics
2. Free market capitalism
3. Major differences among capitalism, socialism, communism and mixed economies
4. Use of key macroeconomic indicators (e.g., GDP, unemployment rate, inflation rate, etc.) in analysis of economic condition in United States
5. Economic effects of fiscal policy and monetary policy

D. Doing business in global markets
1. Importance of global market, and roles of comparative advantage and absolute advantage in global trade
2. Current status of United States in global business
3. Importance of importing and exporting, and key terms used in global business
4. Strategies in reaching global markets
5. Forces affecting trade in global markets
6. Advantages and disadvantages of trade protectionism

E. Demanding ethical and socially responsible behavior
1. Legality: first step in behaving ethically
2. Questions that should be asked when facing ethical dilemmas
3. Compliance-based and integrity-based ethics codes
4. Corporate social responsibility in relation to various stakeholders
5. Role of American businesses in influencing ethical and social responsibility globally

F. How to form a business
1. Advantages and disadvantages of sole proprietorships, partnerships and corporations
2. Differences among C corporations, S corporations and limited liability companies
3. Types of corporate mergers, and role of leveraged buyouts and taking a firm private
4. Advantages and disadvantages of franchises
5. Role of cooperatives

G. Entrepreneurship and starting a small business
1. Attributes of successful entrepreneurs, and benefits of entrepreneurial teams and entrepreneurs
2. Home-based and web-based businesses
3. Importance of small business to American economy, and major causes of small business failure
4. Ways to learn about operation of small businesses
5. Components associated with starting and running a successful small business
6. Advantages and disadvantages associated with small businesses entering global markets

H. Management and leadership
1. Four functions of management and changing role of managers
2. Strategic, tactical, operational and contingency planning, and relationship of company goals and objectives to various forms of planning
3. Organizing function of management
4. Differences between managers and leaders, and characteristics and uses of various leadership styles
5. Five steps associated with controlling function of management

I. Structuring organizations for today's challenges
1. Organizational theories of Fayol and Weber
2. Issues associated with organizational design
3. Differences among various organizational models (i.e., line, line-and-staff, matrix, and cross-functional organizations)
4. Importance of organizational culture and informal organization in adapting to change

J. Motivating employees
1. Taylor's theory of scientific management
2. Hawthorne studies and significance to human-based management
3. Levels of Maslow's hierarchy of needs and importance to employee motivation
4. Herzberg’s motivators and hygiene factors
5. Theory X, theory Y and theory Z
6. Key principles associated with goal-setting, expectancy, reinforcement and equity theories
7. Application of motivation theories through such strategies as job enrichment, open communication, etc.

K. Human resource management: finding and keeping the best employees
1. Importance of human resource management and issues in managing human resources
2. Effects of legislation on human resource management
3. Five steps in human resource planning
4. Methods that companies use to recruit new employees and related issues
5. Six steps in selecting employees
6. Employee training and development methods
7. Six steps in appraising employee performance
8. Various pay systems and fringe benefits
9. Use of scheduling plans to adapt to workers' needs
10. Movement of employees within a company through promotion, reassignment, termination and retirement

L. Marketing: helping buyers buy
   1. Definition of "marketing" and steps in the marketing process
   2. Marketing research process, and how marketers use environmental scanning to learn about changing marketing environment
   3. How marketers meet needs of consumer market through market segmentation, relationship marketing, and study of consumer behavior
   4. Comparison of business-to-business (B2B) market and business-to-consumer (B2C) market

M. Using technology to manage information
   1. Changing of business technology
   2. Managing information
   3. Internet, intranets, extranets and virtual private networks
   4. Hardware used in business
   5. Software used in business
   6. Human resource, security, privacy, and stability issues associated with information technology

IV. METHODS OF INSTRUCTION
   A. Lecture
   B. Discussion
   C. Other (e.g., video demonstrations, small group activities, class debates, etc.)

V. REQUIRED TEXTBOOK(S)

VI. REQUIRED MATERIALS
   Internet (for online-formatted classes)

VII. SUPPLEMENTAL REFERENCES
A. Newspapers and business magazines

B. Internet

VIII. METHODS OF EVALUATION

A. Chapter quizzes

B. Unit tests

C. Final exam

B. Assignments (e.g., case studies, preparation of a cover letter and resume, stock market project, written responses to discussion questions, presentation, etc.)

C. Class attendance and participation

IX. ADA AA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Library; phone 636-481-3169)

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the student handbook (see College website)
http://www.jeffco.edu/jeffco/index.php?option=com_weblinks&catid=26&Itemid=84

XI. ATTENDANCE STATEMENT

Students earn their financial aid by regularly attending and actively participating in their coursework. If a student does not actively participate, he/she may have to return financial aid funds. Consult the College Catalog or a Student Financial Services representative for more details.