JEFFERSON COLLEGE

COURSE SYLLABUS

BUS 101

INTRODUCTION TO BUSINESS

3 Credit Hours

Prepared by:
Mary Baricevic
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Arts & Science Education
Dr. Mindy Selsor, Dean
BUS101 Introduction to Business

I. CATALOG DESCRIPTION

A. Prerequisite: None

B. 3 semester hours credit.

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

II. EXPECTED LEARNING OUTCOMES / ASSESSMENT MEASURES

| Students will understand basic business principles needed for future business courses. | In-class lecture and discussion, homework assignments, quizzes and tests on which students demonstrate their understanding of basic business principles. |
| Students will become familiar with a wide variety of careers available in business. | In-class lecture and discussion, and homework assignments (such as, preparation of a cover letter and resume). |
| Students will acquire general business knowledge which they can use in their own life. | In-class lecture and discussion, homework assignments (such as, the creation of a stock market portfolio, written responses to questions associated with an ethical dilemma, etc.), quizzes and tests on which students demonstrate their general business knowledge and their ability to apply that general business knowledge to "real-world" situations. |

III. COURSE OUTLINE WITH UNIT OBJECTIVES

A. Managing within the Dynamic Business Environment (Chapter 1)
1. Define profit and its relationship to risk.
2. Describe how businesses add to the standard of living and quality of life.
3. Explain how the economic, technological and competitive aspects of the business environment affect businesses.
4. Discuss how the social environment has changed and what the reaction of the business community has been.
5. Analyze how businesses must meet the global challenge.

B. How Economics Affects Business (Chapter 2)
1. Explain how wealth is created according to Adam Smith's theory of growth economics.
2. Discuss the major differences among capitalism, socialism and a mixed economy.
3. Describe how the free-market economic system works.
4. Use key macroeconomic indicators (e.g., GDP, unemployment rate, and inflation rate) to discuss the economic condition in the United States.
5. Discuss fiscal policy and monetary policy, and explain how these policies affect the economy.

C. Competing in Global Markets (Chapter 3)
1. Discuss the increasing importance of the global market.
2. Describe the current status of the United States in global business.
3. Illustrate the strategies used in reaching global markets.
4. Evaluate the forces that affect trading in global markets.
5. Debate the advantages and disadvantages of trade protectionism.

D. Demonstrating Ethical Behavior and Social Responsibility (Chapter 4)
1. Explain why legality represents only the first step in behaving ethically.
2. Discuss the three questions one should address when faced with ethical dilemmas.
3. Distinguish between compliance-based and integrity-based ethics codes.
4. Define corporate social responsibility and examine corporate responsibility to various stakeholders.
5. Analyze the role of American businesses in influencing ethical and social responsibility in global markets.

E. Choosing a Form of Business Ownership (Chapter 5)
1. Compare the advantages and disadvantages of sole proprietorships.
2. Compare the advantages and disadvantages of partnerships.
3. Compare the advantages and disadvantages of corporations.
4. Discuss the differences among C corporations, S corporations and limited liability companies.
5. Define and give examples of, three types of corporate mergers and explain the role of leveraged buyouts and taking a firm private.
6. Evaluate the advantages and disadvantages of franchises.

F. Entrepreneurship and Starting a Small Business (Chapter 6)
1. Explain why people take the risks of entrepreneurship; list the attributes of successful entrepreneurs; and describe the benefits of entrepreneurial teams and intrapreneurs.
2. Discuss the importance of small business to the American economy and summarize the major causes of small-business failure.
3. Summarize ways to learn about how small businesses operate.
4. Analyze the components associated with starting and running a successful small business, including the writing of a business plan.
5. Outline the advantages and disadvantages associated with small businesses entering global markets.
G. Management, Leadership, and Employee Empowerment (Chapter 7)
1. Explain the four functions of management and why the role of managers is changing.
2. Distinguish among strategic, tactical, operational and contingency planning, and explain the relationship of goals and objectives to various forms of planning.
3. Describe the organizing function of management.
4. Explain the difference between managers and leaders, and compare the characteristics and uses of the various leadership styles.
5. Summarize the five steps associated with the controlling function of management.

H. Adapting Organizations to Today's Markets (Chapter 8)
1. Explain the organizational theories of Fayol and Weber.
2. Explain the various issues involved in organizational design.
3. Describe the differences among the various organizational models (i.e., line, line-and-staff, matrix and cross-functional organizations).
4. Give examples to illustrate how organizational culture and the informal organization can hinder or assist organizational change.

I. Motivating Employees and Building Self-managed Teams (Chapter 10)
1. Explain Taylor's scientific management.
2. Describe the Hawthorne studies and relate their significance to human-based management.
3. Identify the levels of Maslow's hierarchy of needs and relate their importance to employee motivation.
4. Distinguish between the motivators and hygiene factors identified by Herzberg.
5. Differentiate among Theory X, Theory Y and Theory Z.
6. Describe the key principles associated with the following theories: goal-setting, expectancy, reinforcement, and equity.

J. Human Resource Management (Chapter 11)
1. Explain the importance of human resource management.
2. Summarize the five steps in human resource planning.
3. Describe the methods that companies use to recruit new employees and explain some of the related issues.
4. Outline the six steps in selecting employees.
5. Illustrate the use of various types of employee training and development methods.
6. Discuss the six steps in appraising employee performance.
7. Describe various pay systems and fringe benefits.
8. Explain scheduling plans that managers use to adapt to workers' needs.
9. Illustrate the effects of legislation on human resource management.

K. Marketing: Building Customer Relationships (Chapter 13)
1. Define the term, "marketing" and summarize the steps involved in the marketing process.
2. Describe the marketing research process, and explain how marketers use environmental scanning to learn about the changing marketing environment.
3. Explain how marketers meet the needs of the consumer market through market segmentation, relationship marketing, and the study of consumer behavior.

4. Identify distinguishing characteristics associated with the business-to-business (B2B) market and the business-to-consumer (B2C) market.

L. Securities Markets: Financing and Investing Opportunities (Chapter 19)
1. Explain the functions of securities markets and discuss the role of investment bankers.
2. Compare the advantages and disadvantages of issuing (selling) bonds.
3. Compare the advantages and disadvantages of issuing (selling) stock and identify the differences between common and preferred stock.
4. Identify various stock exchanges and discuss how to invest in securities markets.
5. Explain the opportunities bonds offer as investments and explain the meaning of "junk bonds."
6. Explain the opportunities that stock and mutual funds offer as investments.
7. Explain securities quotations and stock quote tables, and discuss various stock market indexes (e.g., Dow Jones Industrial Average, S & P 500, and Nasdaq) and their purpose.

M. Using Technology to Manage Information (Bonus Chapter B)
1. Outline the changing role of business technology.
2. List the steps in managing information and identify the characteristics of useful information.
3. Distinguish between the following terms: Internet, intranet, extranet and virtual private network.
4. Review the hardware most frequently used in business and discuss the advantages and disadvantages associated with this hardware.
5. Discuss various types of software frequently used in business.
6. Discuss the human resource, security, privacy, and stability issues associated with information technology.

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

V. REQUIRED TEXTBOOK WITH PUBLICATION INFORMATION
VI. REQUIRED MATERIALS (STUDENT)

None

VII. SUPPLEMENTAL REFERENCES

A. Newspapers and Business Magazines
B. Internet

VIII. METHOD OF EVALUATION (BASIS FOR DETERMINING COURSE GRADE)

A. Chapter quizzes / unit tests / final exam
B. Written assignments (e.g., Case studies, Preparation of a cover letter and resume, etc.)
C. Class attendance / participation

IX. ADA STATEMENT

Any statement requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Library; phone 636-797-3000, ext. 169).

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College Website).