

SYLLABUS

Code: BUSI105

Title: Introduction to Business

Division: Business and Technology

Department: Business

Course Description: In this survey course, the student will receive an overview of the functional areas of Business and learn the basic concepts of the Business World. Some of the topics covered include: management, managing human resources, labor relations, ethics and social responsibility, accounting, money and banking, securities and investments, marketing and globalization. Upon completion of this course, students will understand the various forms of business ownership and the Free Enterprise System and how it contrasts with other systems. This course will assist the student in making rational career choices and will serve as an entry-level foundation course.

Prerequisites: READ 092, READ 095 OR passing score in reading on Basic Skills test.

Corequisites: None

Prerequisites or Corequisites:

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: 0

REQUIRED TEXTBOOK/MATERIALS:

TEXTBOOK: BUSINESS
AUTHOR: Pride, Hughes, Kapoor
PUBLISHER: South-Western Cengage Learning, 2010; 10th Edition with Study Guide

ADDITIONAL TIME REQUIREMENTS:

COURSE LEARNING OUTCOMES:

Upon completion of this course, students will be able to:

- Identify and analyze historical and societal issues as they impact Business today. (Historical/Societal Analysis, Critical Thinking)
- Demonstrate an understanding of our U. S. Economic System and contrast it with other economic systems in the world today. (Historical/Societal Analysis, Critical Thinking)
- Develop an awareness of the need for cultural sensitivity and ethical behavior within the context of the contemporary, diverse, global community. (Historical/Societal Analysis, Critical Thinking)
- Synthesize this information with their acquired understanding of Management, Small Business, Money And Banking, Securities And Investment, Marketing, and communicate their understanding of these through written and/or spoken form. (Historical/Societal Analysis, Communication, Critical Thinking, Information Literacy)

GRADING STANDARD:

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In order to successfully complete this course, all elements assigned by the Instructor—tests, projects, and assignments--MUST be completed.

Deadline Dates will be assigned for each requirement of the course. See Instructor's Addendum for information regarding the deduction of points if a deadline date is not met.

- Four (4) tests that may consist of multiple-choice, true/false, essay, and short answer (or combination) each @ 20 % = 80% of grade.

THE STUDENT MUST EARN AN AVERAGE GRADE OF 65% OR BETTER ON THE UNIT EXAMS IN ORDER TO RECEIVE A PASSING GRADE FOR THE COURSE EXCLUSIVE OF OTHER COURSE REQUIREMENTS.

- Projects and Participation = 20% See Instructor's Addendum for Unit Project detail. Projects consist of Research Analysis and Writing assignments.

Testing

Most testing is done in class. Attendance is required on the dates of testing. A "0" will be recorded for tests missed on a testing day unless a written excuse is approved by your instructor prior to the testing day. An approved make-up test, if granted, is generally taken in the Testing Center with written permission from your instructor and will have a ten-point reduction. Only one late excuse will be permitted.

The same standard applies to assignments. If an assignment is handed in late, and accepted by your instructor without a previous arrangement with your instructor, a ten-point reduction will be taken.

Grades will be assigned as follows:

93 - 100%	=	A
90 - 92%	=	A-
87 - 89%	=	B+
83 - 86%	=	B
80 - 82%	=	B-
76 - 79%	=	C+
70 - 75%	=	C
65 - 69%	=	D
64 - below	=	F

Requirements for a Grade of Incomplete:

1. If you have completed 70% of your course requirements, you may be eligible for a grade of incomplete.
2. Refer to the incomplete contract for specifics.
3. You must obtain an incomplete application form and submit it to your course instructor for his/her approval on/or before the last class meeting date.

COURSE CONTENT:

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UNIT 1 – THE ENVIRONMENT OF BUSINESS

CHAPTER 1 – EXPLORING THE WORLD OF BUSINESS AND ECONOMICS

CHAPTER 3 – EXPLORING GLOBAL BUSINESS

CHAPTER 1 – EXPLORING THE WORLD OF BUSINESS AND ECONOMICS

LEARNING OBJECTIVES: After you have studied this chapter, you should be able to:

1. Define *business and free enterprise* and identify potential risks and rewards.
2. Define economics and describe the two types of economic systems: capitalism and command economy.
3. Identify the ways to measure economic performance.
4. Outline the four types of competition.
5. Summarize the factors that affect the business environment and the challenges that American businesses will encounter in the future. (pp.23-28) Include the Economic Stabilization Act (p. 4.)

CHAPTER 3 – EXPLORING GLOBAL BUSINESS

LEARNING OBJECTIVES: After you have studied this chapter, you should be able to:

1. Explain the economic basis for international business.
2. Discuss the restrictions nations place on international trade, the objectives of these restrictions, and their results.
3. Outline the extent of international trade and identify the organizations working to foster it.
4. Define the methods by which a firm can organize for and enter into international markets.
5. Identify the institutions that help firms and nations finance international business.

UNIT 2 – TRENDS IN BUSINESS TODAY

CHAPTER 4 – CHOOSING A FORM OF BUSINESS OWNERSHIP

CHAPTER 5 – SMALL BUSINESS, ENTREPRENEURSHIP, AND FRANCHISES

CHAPTER 6 – UNDERSTANDING THE MANAGEMENT PROCESS

CHAPTER 4 – CHOOSING A FORM OF BUSINESS OWNERSHIP

LEARNING OBJECTIVES: After you have studied this chapter, you should be able to:

1. Describe the advantages and disadvantages of sole proprietorships.
2. Explain the different types of partners and the importance of partnership agreements.
3. Describe the advantages and disadvantages of partnerships.

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4. Summarize how a corporation is formed.
5. Describe the advantages and disadvantages of a corporation.
6. Examine special types of corporations, including S-corporations, limited-liability companies, government-owned corporations, and not-for-profit corporations.
7. Discuss the purpose of a cooperative, joint venture, and syndicate.
8. Explain how growth from within and growth through mergers can enable a business to expand.

CHAPTER 5 – SMALL BUSINESS, ENTREPRENEURSHIP, AND FRANCHISES

LEARNING OBJECTIVES: After you have studied this chapter, you should be able to:

1. Define what a small business is and recognize the fields in which small businesses are concentrated.
2. Identify the people who start small businesses and the reasons why some succeed and many fail.
3. Assess the contributions of small businesses to our economy.
4. Judge the advantages and disadvantages of operating a small business.
5. Explain how the Small Business Administration helps small businesses.
6. Appraise the concept and types of franchising.
7. Analyze the growth of franchising and franchising advantages and disadvantages.

CHAPTER 6 – UNDERSTANDING THE MANAGEMENT PROCESS

LEARNING OBJECTIVES: After you have studied this chapter, you should be able to:

1. Define what management is.
2. Describe the four basic management functions: planning, organizing, leading and motivating, and controlling.
3. Distinguish among the various kinds of managers in terms of both level and area of management.
4. Identify the key management skills and the managerial roles. (pp. 176-178)
5. Discuss the steps in the managerial decision-making process.
6. Describe how organizations benefit from total quality management.

UNIT 3 – FINANCE AND INVESTMENT

CHAPTER 18 – UNDERSTANDING MONEY, BANKING, AND CREDIT

CHAPTER 19 – MASTERING FINANCIAL MANAGEMENT

CHAPTER 20 – UNDERSTANDING PERSONAL FINANCE AND INVESTMENTS

CHAPTER 18 – UNDERSTANDING MONEY, BANKING AND CREDIT

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LEARNING OBJECTIVES: After you have studied this chapter, you should be able to:

1. Identify the functions and characteristics of money.
2. Summarize how the Federal Reserve System regulates the money supply.
3. Describe the organizations involved in the banking industry. (pp. 537-540)
4. Understand how financial institutions are changing to meet the needs of domestic and international customers.
5. Explain how deposit insurance protects customers.

CHAPTER 19 – MASTERING FINANCIAL MANAGEMENT

LEARNING OBJECTIVES: After you have studied this chapter, you should be able to:

1. Explain the need for financial management in business by understanding the definition of financial management and short and long term financing. (pp. 563-566)
2. Identify and summarize the steps of financial planning and the four primary sources of funds for businesses. (pp. 567-570)
3. Define and identify the various sources of equity financing. (pp. 575- 579)
4. Define debt financing and identify the various sources of debt financing in relation to bonds. (pp. 579-584)

CHAPTER 20 – UNDERSTANDING PERSONAL FINANCE AND INVESTMENTS*

LEARNING OBJECTIVES: After you have studied this chapter, you should be able to:

1. Understand how securities are bought and sold. (pp. 598-600)
2. Understand the regulations of securities trading. (pp. 601-603)
3. Understand corporate and government bonds and their ratings. (pp. 605-607)

* NOTE: The concepts covered from this chapter will be coordinated with chapter 19 and will be presented from the business perspective.

UNIT 4 – THE ENVIRONMENT OF BUSINESS

CHAPTER 2 – BEING ETHICAL AND SOCIALLY RESPONSIBLE

CHAPTER 12 – BUILDING CUSTOMER RELATIONSHIPS THROUGH EFFECTIVE MARKETING

CHAPTER 2 –BEING ETHICAL AND SOCIALLY RESPONSIBLE

LEARNING OBJECTIVES: After you have studied this chapter, you should be able to:

1. Understand what is meant by *business ethics*.
2. Identify the types of ethical concerns that arise in the business world.
3. Discuss the factors that affect the level of ethical behavior in organizations.

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4. Explain how ethical decision-making can be encouraged.
5. Describe how our current views on the social responsibility of business have evolved.
6. Explain the two views on the social responsibility of business and understand the arguments for and against increased social responsibility.
7. Discuss the factors that led to the consumer movement and list some of its results.
8. Analyze how present employment practices are being used to counteract past abuses.
9. Describe the major types of pollution, their causes, and their cures.
10. Identify the steps a business must take to implement a program of social responsibility.

CHAPTER 12 – BUILDING CUSTOMER RELATIONSHIPS THROUGH EFFECTIVE MARKETING

LEARNING OBJECTIVES: After you have studied this chapter, you should be able to:

1. Understand the meaning of *marketing* and the importance of management of customer relationships.
2. Explain how marketing adds value by creating several forms of utility.
3. Trace the development of the marketing concept and understand how it is implemented.
4. Understand what markets are and how they are classified.
5. Identify the four elements of the marketing mix and be aware of their importance in developing a marketing strategy.
6. Explain how the marketing environment affects strategic market planning.
7. Understand the major components of a marketing plan.
8. Distinguish between a marketing information system and marketing research. (p. 426)
9. Identify the major steps in the consumer buying decision process and the sets of factors that may influence this process.

DEPARTMENT POLICIES:

Attendance and Late Policy for Students:

In the event a student accumulates more than three (3) absences, a student's final grade will be lowered one grade level.

Academic Integrity:

Any incidence of cheating will be fully processed in accordance with Brookdale Community College Regulation 6.3000 entitled STUDENT CONDUCT and the Student Conduct Code, Section V, "Academic Integrity Code" as found in the student handbook. The Business Management Department supports this regulation.

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Brookdale e-mail/Website:

You are required to check your Brookdale e-mail at least (3) times per week for communication from your instructor. The syllabus is subject to change per the rights of the instructor. These changes may be communicated to you via e-mail.

COLLEGE POLICIES:

For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the **BCC STUDENT HANDBOOK AND BCC CATALOG.**

NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

ADDITIONAL SUPPORT/LABS:

Study Aid

Supplemental Instructional support materials are available on the Angel Site for this course. See Instructor's Addendum for sign-on information.

Tutoring

Individual tutoring for a unit test or course work may be available from the department's learning assistant on a first-come, first-serve basis in LAH 214. Appointments are suggested.

Melissa Stryker, Learning Assistant
Telephone number: (732) 224-2551
E-mail: mstryker@brookdalecc.edu
Office Location: Larrison Hall 214

Office Hours:

Monday-Thursday 8:30 a.m. – 5:00 p.m.

(One evening that may change with the demands of each semester.)