

Business 1010 (40058)
Introduction to Business

SYLLABUS

Fall 2013

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Office hours: By appointment only

A. TEXT

Business Essentials, Ebert/Griffin, 9th Edition

B. COURSE DESCRIPTION

BUS 1010-Introduction to Business (3 Credits)

This course is designed to give the students with little or no understanding of the field of business a broad overview of and understanding of the business world. Covers fundamental concepts of business such as definition, business environment, business operations, role of business in the economy, the role of profit in a business, and how a business is established, financed, operated, and managed. No pre-requisite. 3 lecture hours per week.

C. LEARNING OUTCOMES: The course is intended to address the following Bachelor of Business program learning outcomes on the introductory level:

- A. Students will demonstrate a working knowledge of the core functional areas of business
- B. Students will analyze business situations and suggest viable courses of action.

D. COURSE OBJECTIVES (all of the course objectives relate to learning outcomes A and B).

Chapter 1 – U.S. Business Environment

1. Identify the main participants of business, the function that most businesses perform, and the external forces that influence business activities.
2. Define economics and identify the four factors of production.
3. Compare and contrast economic systems.
4. Describe monopolistic competition, oligopoly and monopoly.
5. Understand the criteria used to assess the status of the economy.
6. Discuss the government's role in managing the economy.

Chapter 2 – Business Ethics and Social Responsibility

1. Define business ethics.

2. Explain how you can recognize an ethical organization.
3. Define corporate social responsibility and explain how organizations are responsible to their stakeholders.

Chapter 14 – The Role of Accountants and Accounting Information

1. Define accounting and the different uses of accounting.
2. Understand the basic accounting equation.
3. Describe the three basic financial statements, show how they reflect the activity and financial condition of a business, and explain the key standards and principles for reporting them.
4. Show how computing key financial ratios can help in analyzing the financial strength of a business.

Chapter 4 – Global Context of Business

1. Explain why nations and companies participate in international trade and how trade between nations is measured.
2. Describe the ways in which governments and international bodies promote and regulate global trade.
3. Discuss the various initiatives designed to reduce international trade barriers and promote free trade.

Chapter 6 – Organizing the Business

1. Identify the questions to ask in choosing the appropriate form of ownership for a business.
2. Describe a sole proprietorship, partnership, and corporation and the advantages and disadvantages of each.
3. Examine special types of business ownership, including LLC's, S-Corporations, cooperatives, and not-for-profit corporations.

Chapter 3 – Entrepreneurship, New Ventures and Business Ownership

1. Define a small business.
2. Explain the importance of a small business to the U.S. economy.
3. Explain why small businesses are typically more innovative.
4. Explain how small businesses work with large companies.
5. Describe the good-producing and service-producing sectors of the economy.
6. Identify the industries in which small businesses are concentrated.
7. Summarize the advantages and disadvantages of business ownership.
8. Explain what makes up a business plan.

Chapter 5 – Business Management

1. Identify and explain the four functions of management.
2. Understand the process by which a company develops and implements a strategic plan.
3. Explain the importance of an organizational chart.

4. Describe the skills needed to be a successful manager.

Chapter 10 – Human Resource Management & Labor Relations

1. Define *human resource management* and explain how managers plan for human resources.
2. Explain how companies train and develop employees.
3. Describe the main components of a *compensation system*.
4. Explain how managers evaluate employee performance.
5. Explain why workers organize and what labor unions do for their members.
6. Explain the collective bargaining process and its possible outcomes.

Chapter 8 – Employee Behavior and Motivation

1. Identify the basic forms of behavior that employee's exhibit.
2. Describe a psychological contract.

Chapter 9 – Leadership and Decision Making

1. Describe transformational and charismatic leaders.
2. Identify the differences between leadership and management.
3. Summarize the early period approaches to leadership.

Chapter 11 – Marketing: Process and Consumer Behavior

1. Define the terms marketing, marketing concept, and market strategy.
2. Outline the tasks involved in selecting a target market.
3. Identify the four P's of the marketing mix.
4. Explain how to conduct marketing research
5. Discuss various branding strategies and explain the benefits of packaging and labeling.

Chapter 12 – Pricing, Distributing, and Promoting Products

1. Identify pricing strategies that are appropriate for new and existing products.
2. Explore the various product-distribution strategies.
3. Discuss the three categories of *organizational markets*.
4. Explain the importance of *branding and packaging*.

Chapter 15 – Money and Banking

1. Identify the functions of money and describe the three government measure of money supply
2. Distinguish among different types of financial institutions.
3. Explain the purpose of the Federal Reserve System and explain how it uses monetary policy to control the money supply and influence interest rates.

Chapter 16 – Managing Finances

1. Explain the approaches used by companies to finance the operation and growth.
2. Explain compound interest.

3. Describe mutual funds.
4. Explain how companies raise capital.
5. Explain how the securities market operates and how market performance is measured.

E. CLASS HOURS

Business 1010 meets three days a week: T, TR 10:30 am - 11:45 am

F. QUIZZES AND TESTS

To measure the student's mastery of learning objectives, there will be 14 quizzes to cover the reading assignments, classroom discussions, and lectures. There are no make-up options for quizzes. There will be a midterm and a final exam covering the text. Unless mutually agreed upon between the student and the instructor, a one grade penalty will be assessed on any midterm/final exam taken late.

G. ARTICLES

Each student will find and read seven (7) articles dealing with current business practices from a major publication, e.g., Times, Business Week, Wall Street Journal, newspapers, etc. and will turn in a one page-typed (double-spaced) synopsis of that article. The assignments should cover appropriate questions such as who? what? why? and how? Each student should conclude with a statement of what he or she learned from the article. Pick subjects you are interested in and attach a copy of the article to your submission. You may be asked to give an oral presentation on your paper. No papers will be accepted late.

H. GRADING

1. QUIZZES*	30%
2. MIDTERM AND FINAL EXAMS	50%
3. ARTICLES	<u>20%</u>
TOTAL	100%

***Two of your lowest quizzes will be thrown out.**

A	93.0 – 100%	C	73.0 - 76.9%
A-	90.0 – 92.9%	C-	70.0 – 72.9%
B+	87.0 – 89.9%	D+	67.0 – 69.9%
B	83.0 – 86.9%	D	63.0 – 66.9%
B-	80.0 – 82.9%	D-	60.0 – 62.9%
C+	77.0 – 79.9%	F	BELOW 60%

**INTRODUCTION TO BUSINESS
 SPRING SEMESTER, 2013
 TENTATIVE SCHEDULE (SUBJECT TO CHANGE)**

<u>WEEK</u>	<u>CHAPTERS</u>	<u>ASSIGNMENT</u>
8/19-8/23	1	Read Chapters 1, Quiz Chapter 1
8/26-8/30	2	Read chapter 2, Quiz Chapter 2
9/2-9/6	14	Read Chapter 14, Quiz Chapter 14, Article # 1 Due
9/9-9/13	3	Read Chapter 3, Quiz Chapter 3
9/16-9/20	4	Read Chapter 4, Quiz Chapter 4, Article # 2 Due
9/23-9/27	5	Read Chapter 5, Quiz Chapter 5 Article # 3 Due
9/30-10/4	6	Read Chapter 6, Quiz Chapter 6
10/7-10/9	Review	Review, Mid-Term Exam on Chapters 1-6, 14
10/14-10/18	8	Read Chapter 8, Quiz Chapter 8 Article # 4 Due
10/21-10/25	9	Read Chapter 9, Quiz Chapter 9, Article #5 Due
10/28-11/1	10	Read Chapter 10, Quiz Chapter 10
11/4-11/8	11	Quiz Chapter 11, Read Chapter 11, Article #6 Due
11/11-11/15	12	Read Chapter 12, Quiz Chapter 12, Article # 7 Due,
11/18-11/22	15	Read Chapter 15, Quiz Chapter 15
11/25-11/27	16	Read Chapter 16, Quiz Chapter 16
12/2-12/6	Review	Finish Chapter 16, Review

FINAL EXAM IS MONDAY, DEC 9 FROM 10-12, CHAPTERS 8-12, 15-16

Important Links

- Disability Resource Center – dixie.edu/drcenter
- IT Student Help Desk – dixie.edu/helpdesk
- Library – library.dixie.edu
- Testing Center – dixie.edu/testing
- Tutoring Center – dixie.edu/tutoring
- Writing Center – dixie.edu/English/dsc_writing_center.php

Disability Statement

If you suspect or are aware that you have a disability that may affect your success in the course you are strongly encouraged to contact the Disability Resource Center (DRC) located at the North Plaza Building. Disabilities will be evaluated and eligible students will receive assistance in obtaining reasonable accommodations. Phone # 435-652-7516

Dmail

You are required to frequently check you Dmail account. Important class and college information will be sent to your Dmail account, including DSC bills, financial aid/ scholarship notices, notices of cancelled classes, reminders of important dates and deadlines, and other information critical to your success at DSC and in you courses. To access your Dmail account, visit go.dixie.edu/Dmail. If you do not know your Dmail username or you have forgotten you PIN, visit go.dixie.edu/mydixie and follow the respective instructions.